User guide

Version 2.1

For email campaigns, newsletters and promotional messages.
Designed for professionals

INTEMA
Technologies + Marketing

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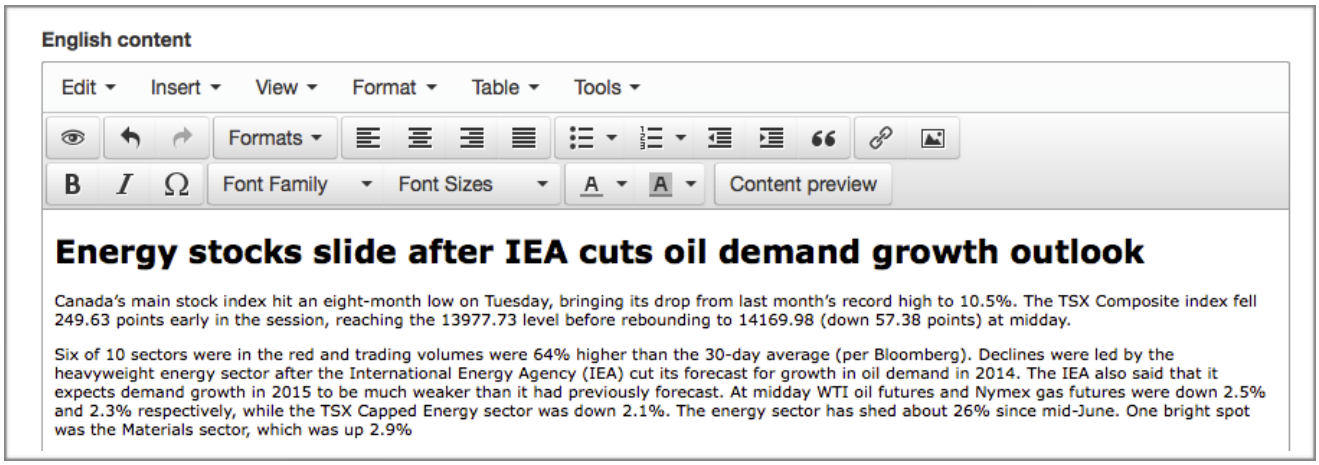
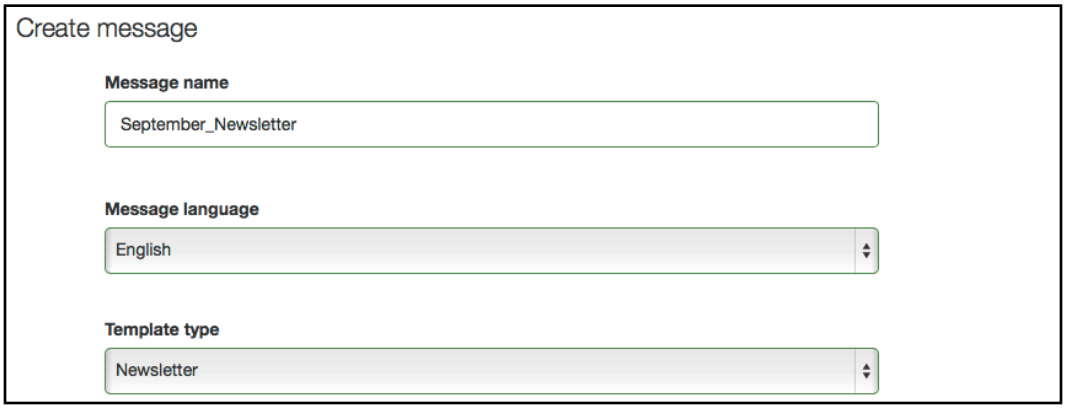
Key Concepts

1. **Content**: This is the article of text you copy from MS Word or where you insert your link to a PDF. This where you format your E-mail.


English content
Edit
Insert
View
Format
Table
Tools
Formats
Font Family
Font Sizes
Content preview
Energy stocks slide after IEA cuts oil demand growth outlook
Canada's main stock index hit an eight-month low on Tuesday, bringing its drop from last month's record high to 10.5%. The TSX Composite index fell 249.63 points early in the session, reaching the 13977.73 level before rebounding to 14169.98 (down 57.38 points) at midday.
Six of 10 sectors were in the red and trading volumes were 64% higher than the 30-day average (per Bloomberg). Declines were led by the heavyweight energy sector after the International Energy Agency (IEA) cut its forecast for growth in oil demand in 2014. The IEA also said that it expects demand growth in 2015 to be much weaker than it had previously forecast. At midday WTI oil futures and Nymex gas futures were down 2.5% and 2.3% respectively, while the TSX Capped Energy sector was down 2.1%. The energy sector has shed about 26% since mid-June. One bright spot was the Materials sector, which was up 2.9%

2. **Message**: This is the virtual envelope where you are placing your content. This is what you attach to the Newsletter.



3. **Mailout**: This is the E-mail in its entirety with a Banner template (Newsletter) or without the template (Promotion).

Did you know ?

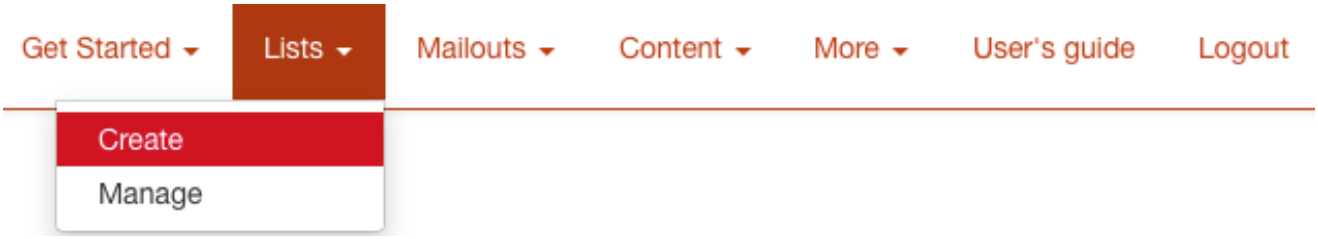
The **User Guide** is embedded on the top right of the menu. To **edit** the content of your Newsletter quickly while sending Tests follow the breadcrumb from Step 4 back to Step 3, refer to page 30.

Recipient Lists

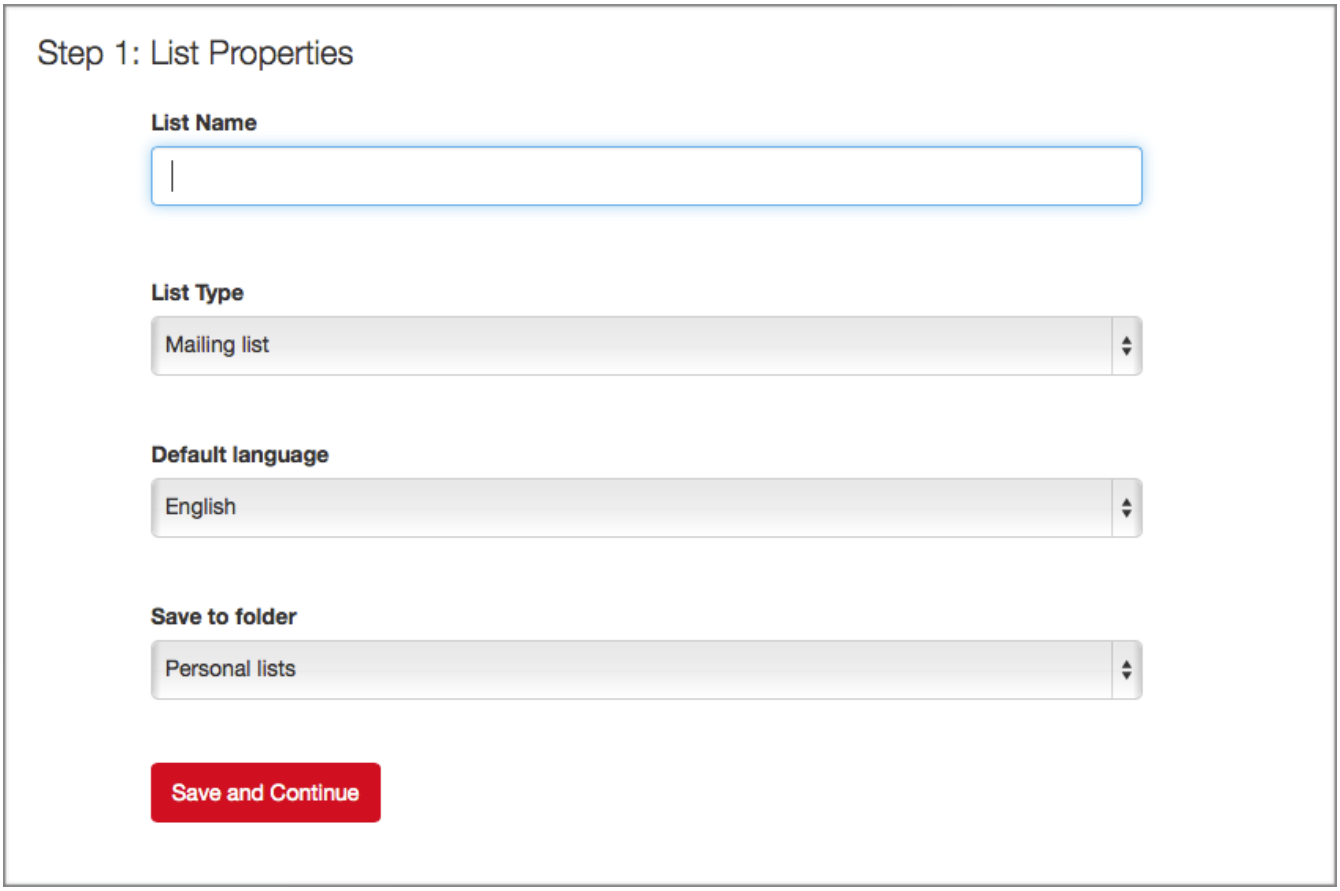
You can access your recipient lists from the **Lists** Menu on the main navigation bar.

Create a Recipient List

To create a new recipient list, click on the **Create** subsection of the **Lists** menu



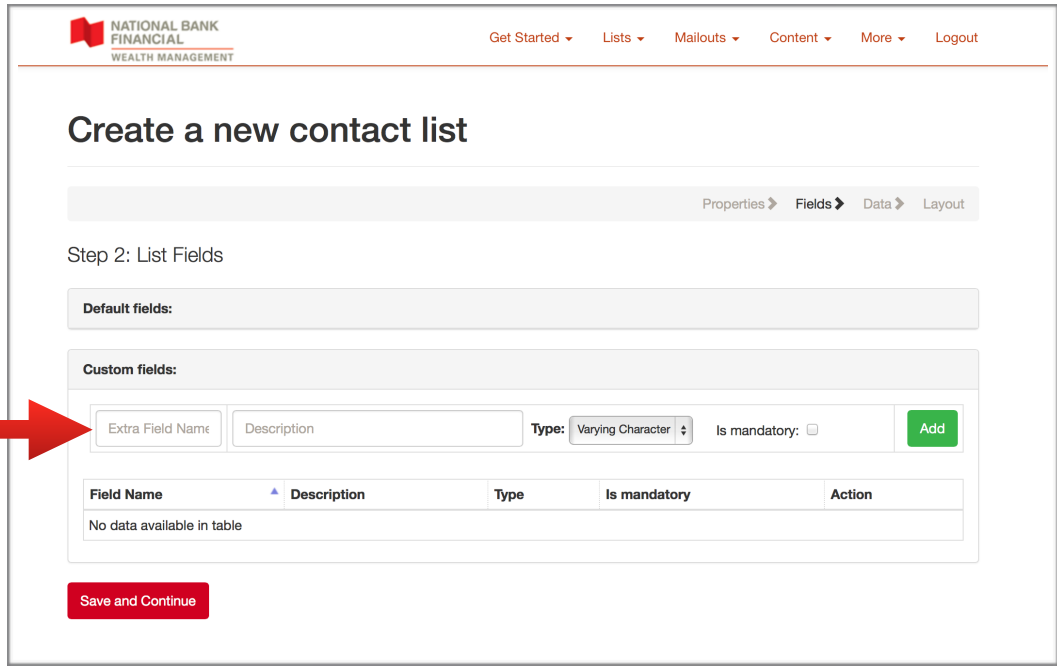
1. Enter the **List name** (no spaces or hyphens)
2. Select a **List type** and a **Default language** as well as a **Save folder**
3. Click on **Save and Continue** to go to the next step



In an effort to maintain compliance with anti spam laws, the following fields are automatically added to each list created or imported in Konversation Agent.

Field	Description
Email	Subscriber's email, no double entries allowed
Date_Added	Specifies date of subscription
Date_Updated	Specifies date of last update
last_action	Specifies last action from subscriber
Last_action_date	Specifies the date of the last action from subscriber

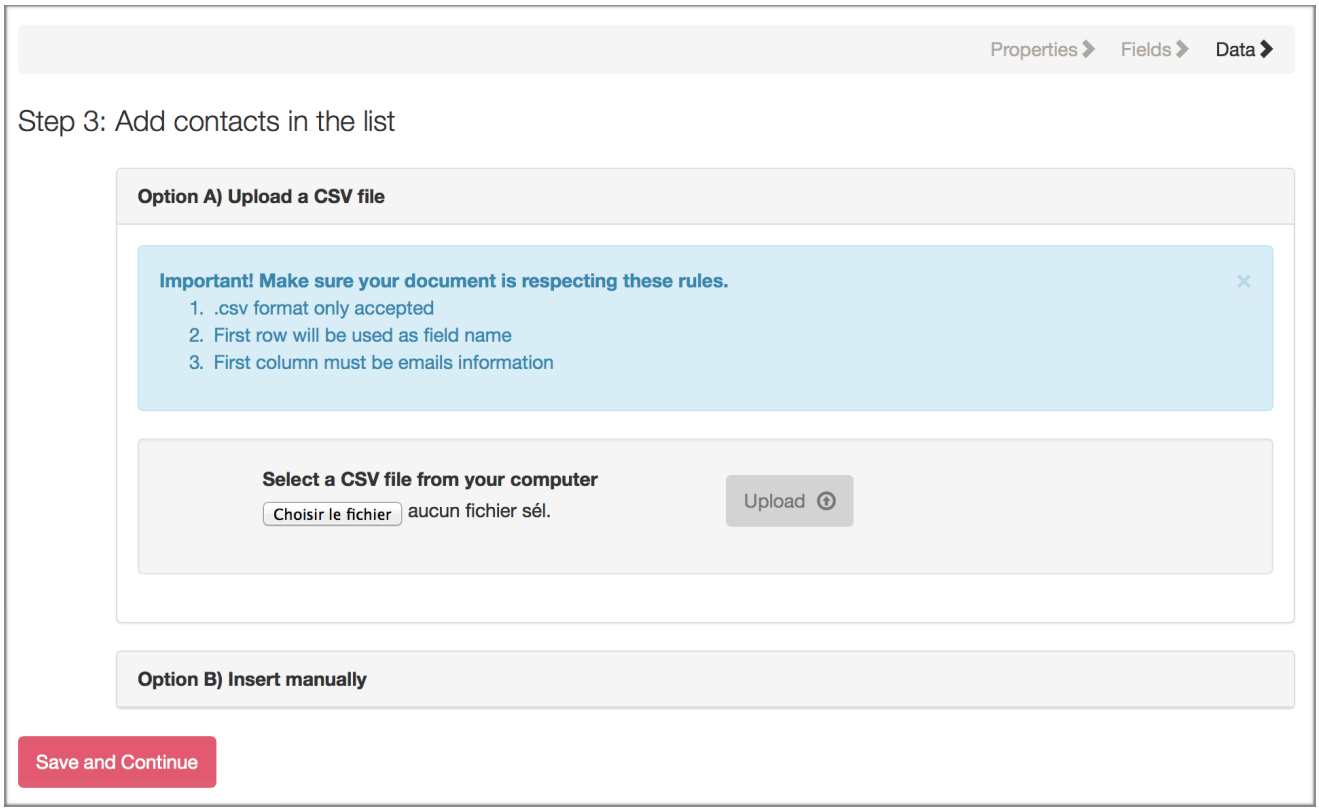
Insert additional fields here



If you need to work with more information, you can add custom fields at the second step of the List creation process.

After having specified the list properties, you can add contacts to the newly created list :

- By importing your contacts from a .CSV file (**Option A**)
- By adding your contacts manually (**Option B**)


Properties
Fields
Data
Step 3: Add contacts in the list
Option A) Upload a CSV file
Important! Make sure your document is respecting these rules.
1. .csv format only accepted
2. First row will be used as field name
3. First column must be emails information
Select a CSV file from your computer
Choisir le fichier
aucun fichier sél.
Upload
Option B) Insert manually
Save and Continue

Upload a CSV file

By selecting the **Option A**, you can import your own recipient list (saved in the CSV format).

1. Click on the **Browse** button to select the CSV file from your computer
2. Click on the **Upload** button to import your list
3. Click on the **Save and Continue** button to go to the next step

Did you know ?

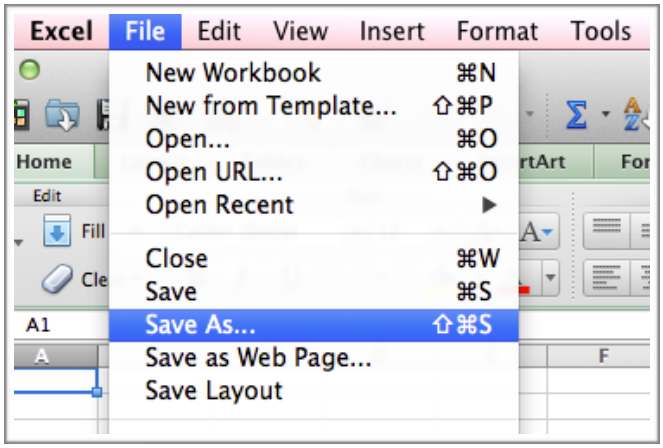
CSV is a comma separated values file format that can be used in any spreadsheet program and takes the form of a text file containing information separated by commas.

Convert your Excel file to CSV

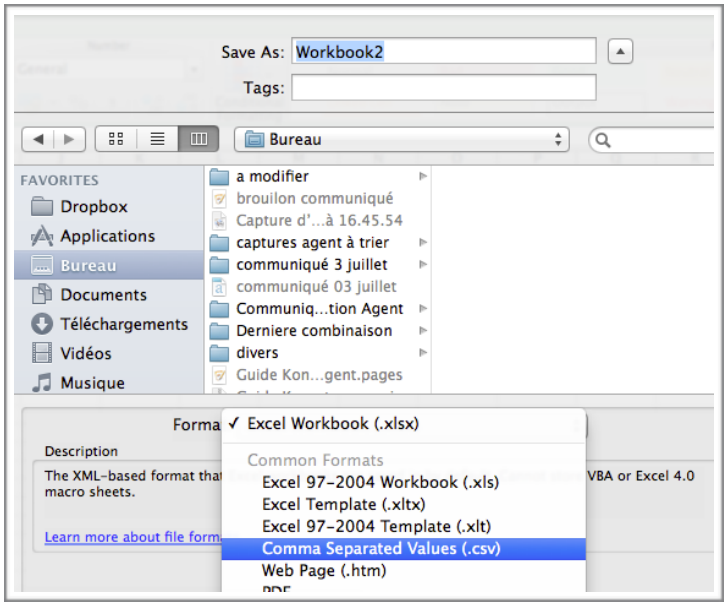
In order to import your recipient list saved in Microsoft Excel format, you must first convert them to the .CSV format.

To convert your recipient list from Microsoft Excel :

1. Open your recipient list in Microsoft Excel
2. Click the **File tab**, and then click **Save As**



3. In the **Save as type box**, choose the CSV format for the worksheet



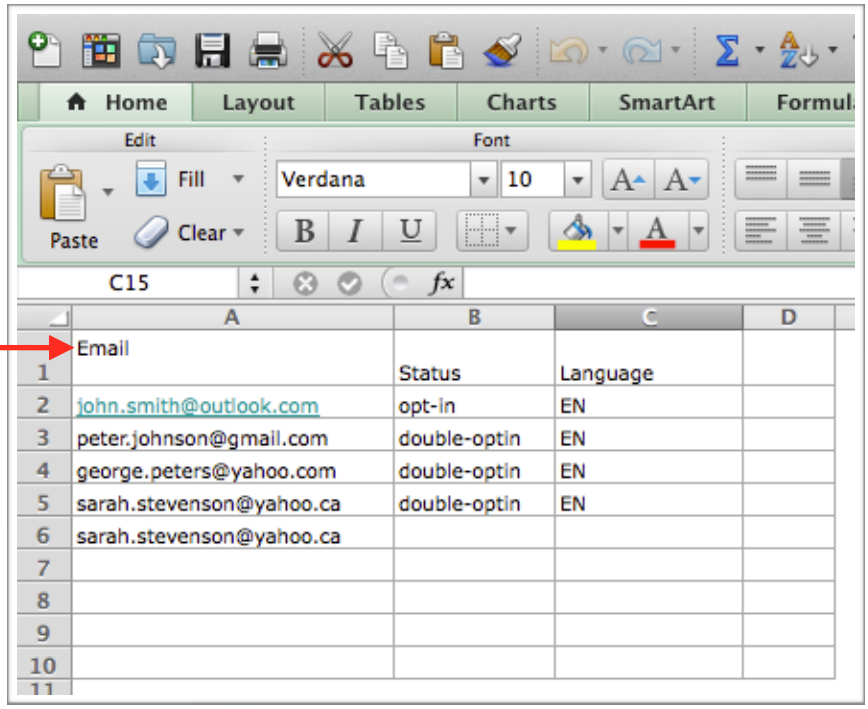
4. Browse to the location where you want to save the new text file, and then click **Save**

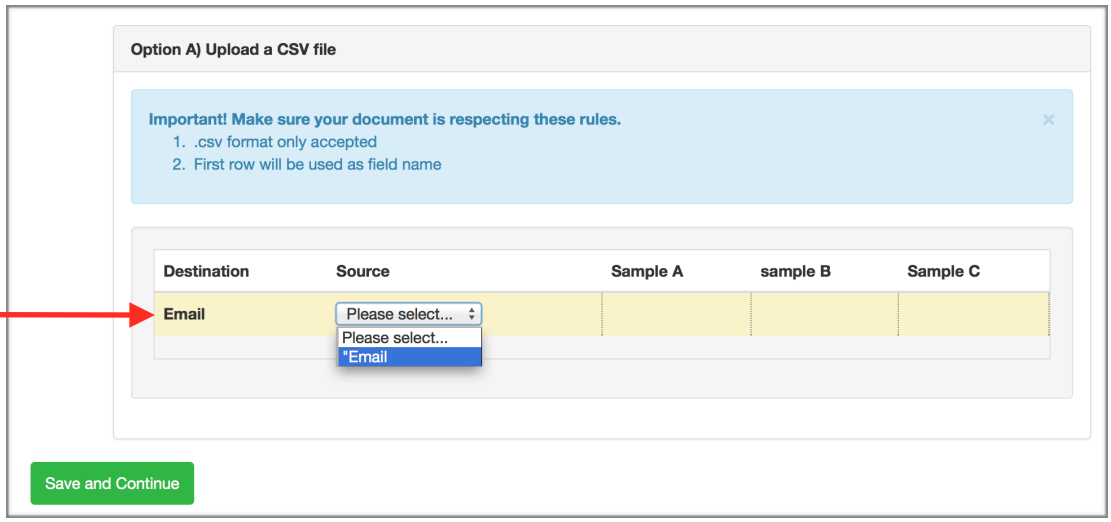
Matching file columns with list fields

After importing your CSV file, match the columns from your file to the mandatory fields and the custom fields of your list. You can choose to skip some custom fields.

After mapping the fields, click on **Save and Continue** to finalize the contact list creation.

Match your CSV file's columns with Konversation agent's list fields

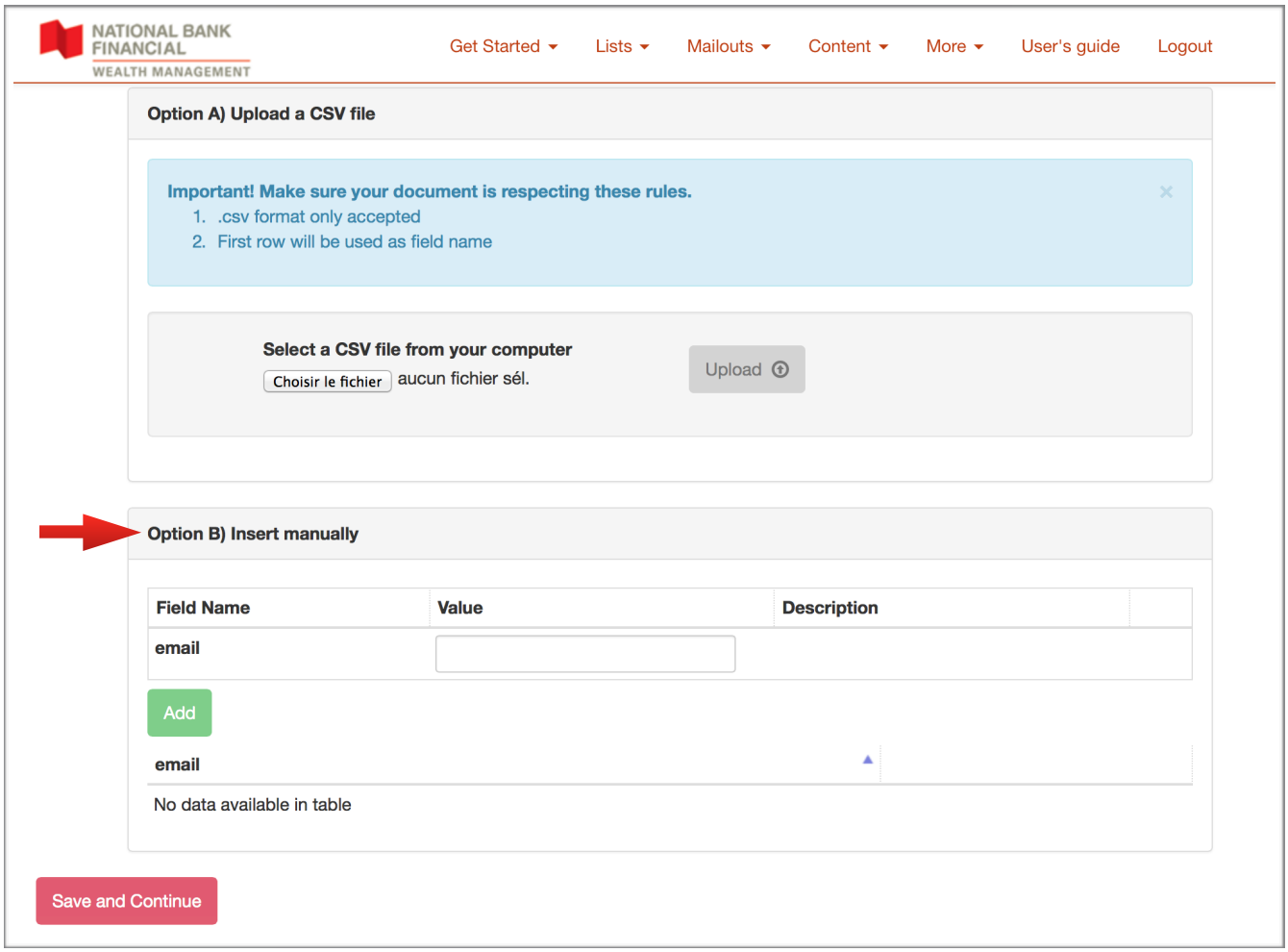




Insert Contacts Manually

Konversation agent offers a fast and easy way to create test lists or small subscriber lists by inserting contacts manually :

1. Click on the **option B)** Insert manually



2. Fill in the information fields for each new contact

3. Click on the **Save and Continue** to save the list

Managing Folders

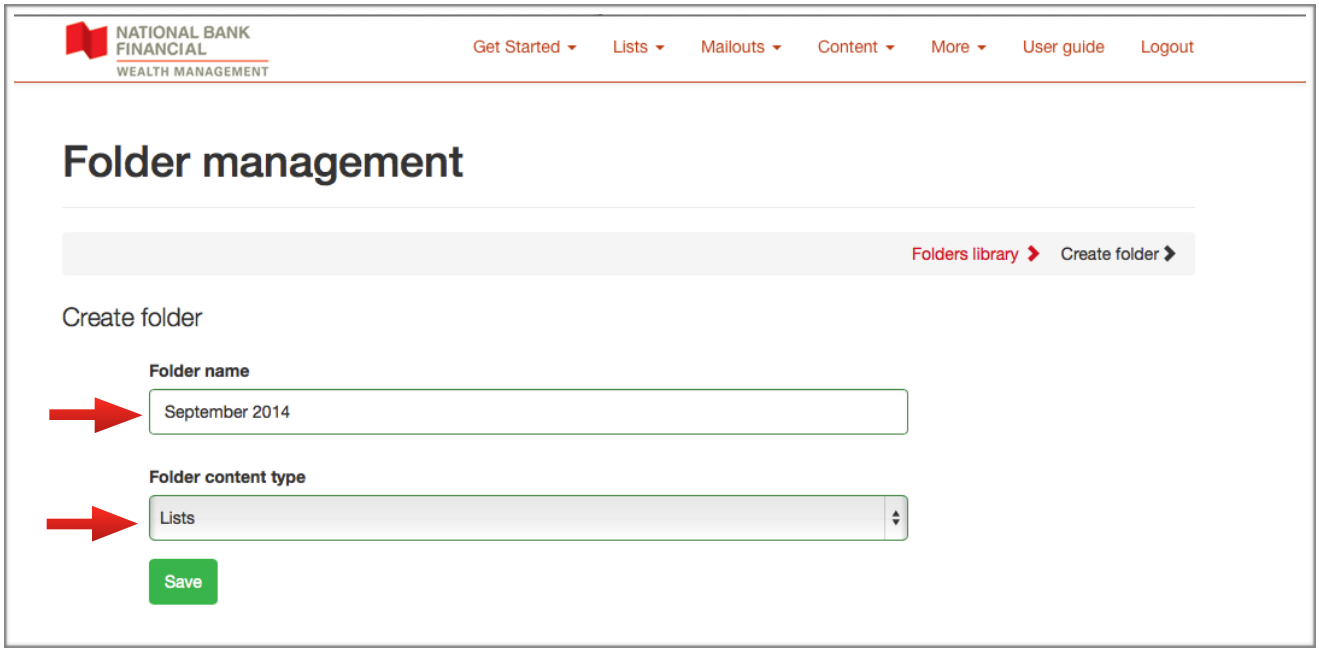
By default, Konversation agent stores your Lists, Mailout, Content and Messages in a personal folder. You can organize any of those items in additional folders.

Creating a Folder

To create a folder :

1. Click on the **Create folder** button available at the bottom of each page:

2. Enter the **Folder name** of your folder and select a **folder content type** (Lists, Message, Content, Mailouts)

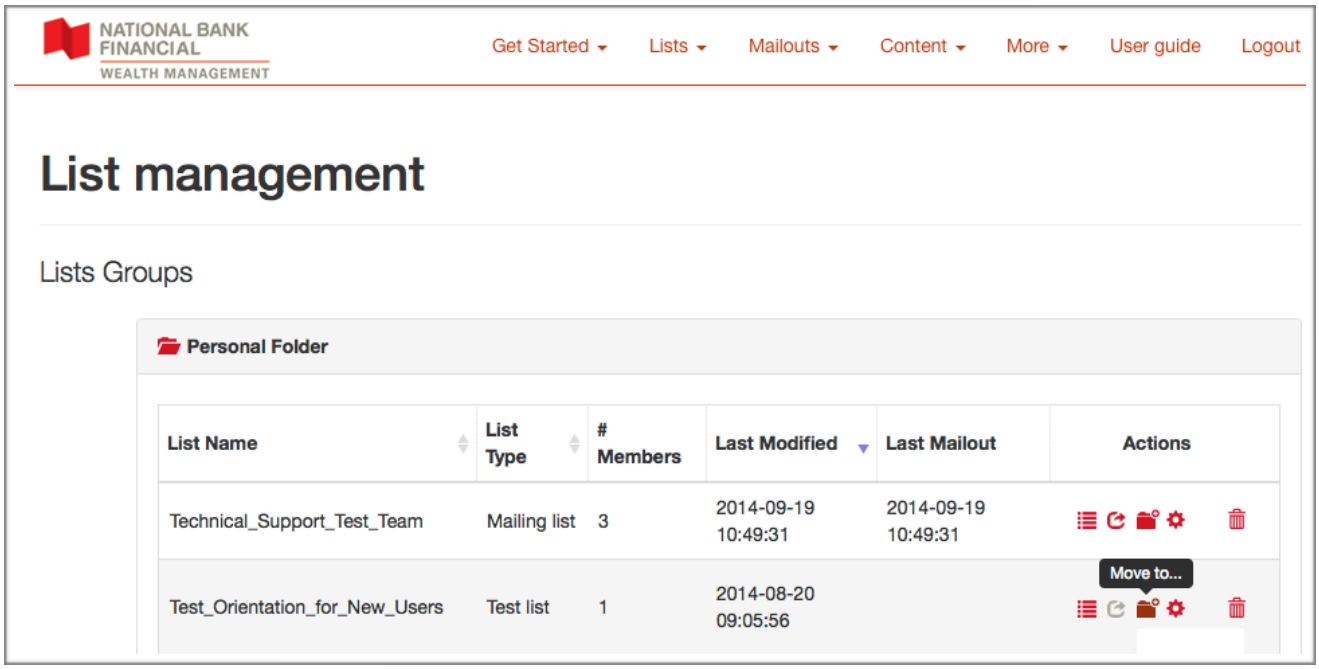


3. Click on the **Save** button to create the folder

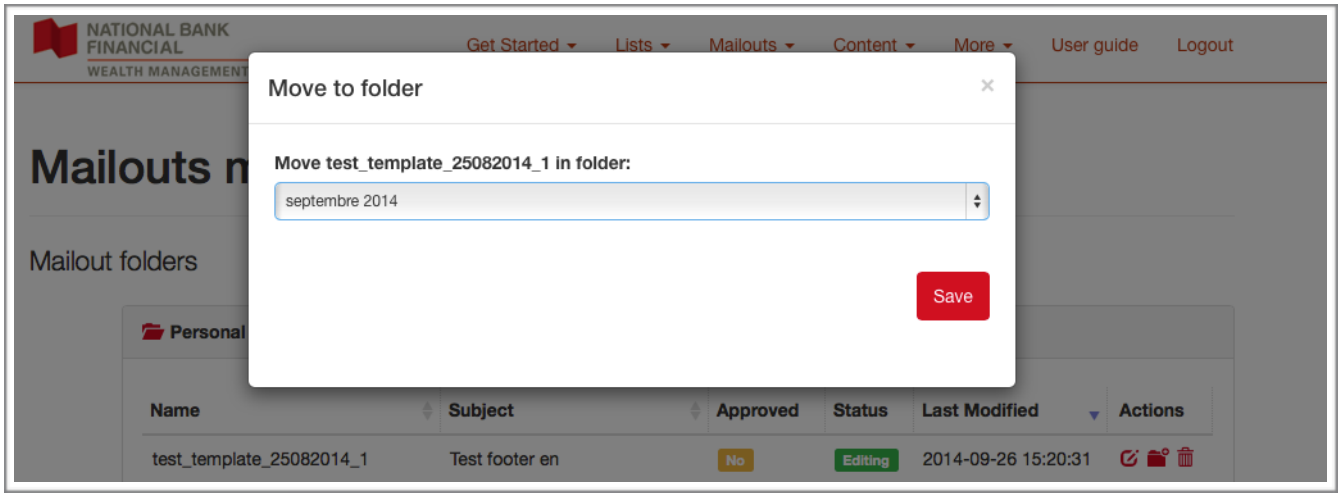
Moving an item to a Folder

To move an item to a specific folder:

4. Click on its **move to** button (red folder icon).



5. Select a destination folder



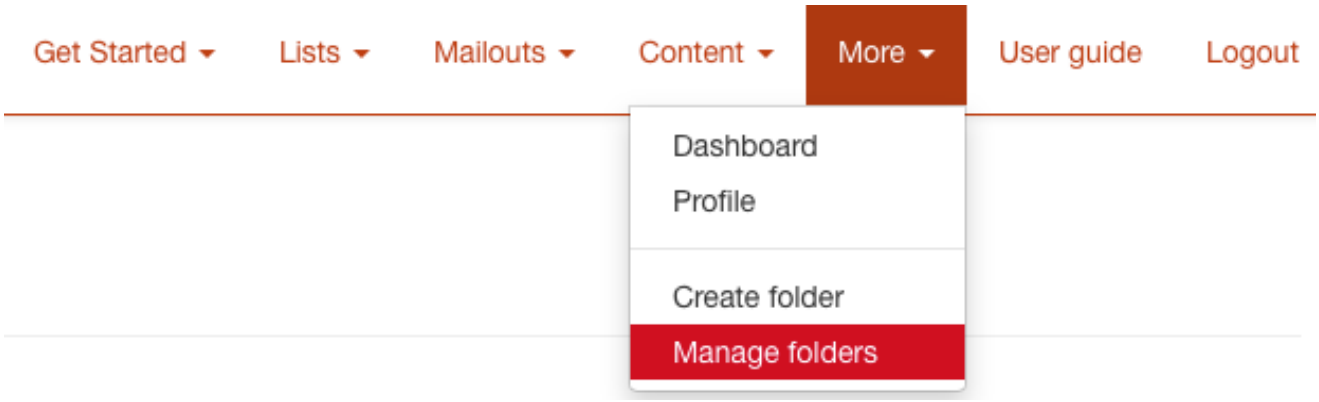
6. Click on the **Save** button to move the folder

Note

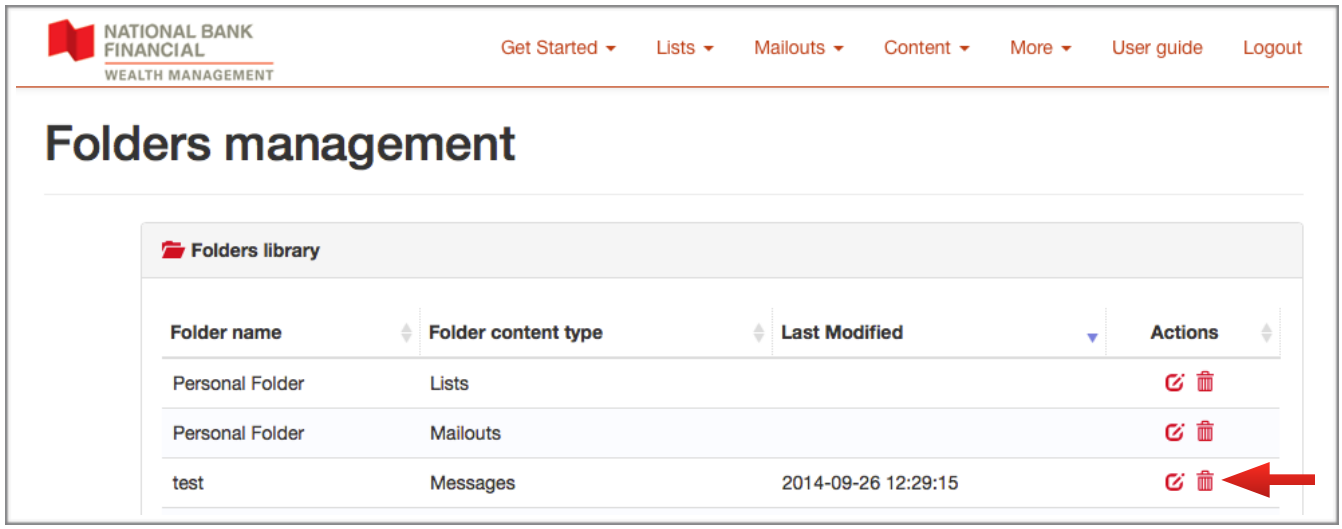
The move to button will appear greyed out until you create a folder of the appropriate type.

Delete a Folder

To delete a folder click on the **Manage folders** subsection under the **More** menu of the navigation bar



1. Click on the delete button of the folder to remove



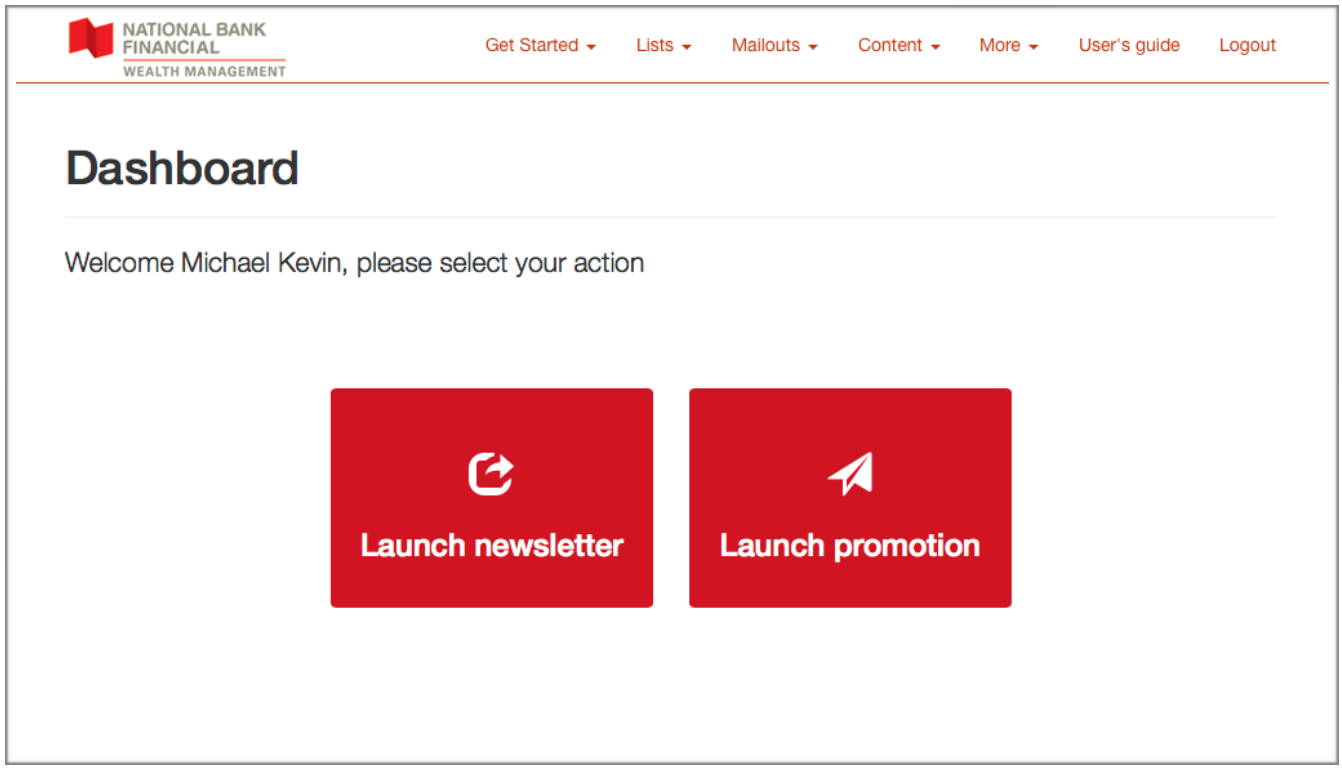
2. A message will warn you that the content of this folder will be deleted along with the folder. Click on **ok** to continue and delete the folder

Important

By deleting a folder, you will also delete all the information it contains.

Dashboard

To launch a new promotional message or a new newsletter, click on the corresponding button on the dashboard.



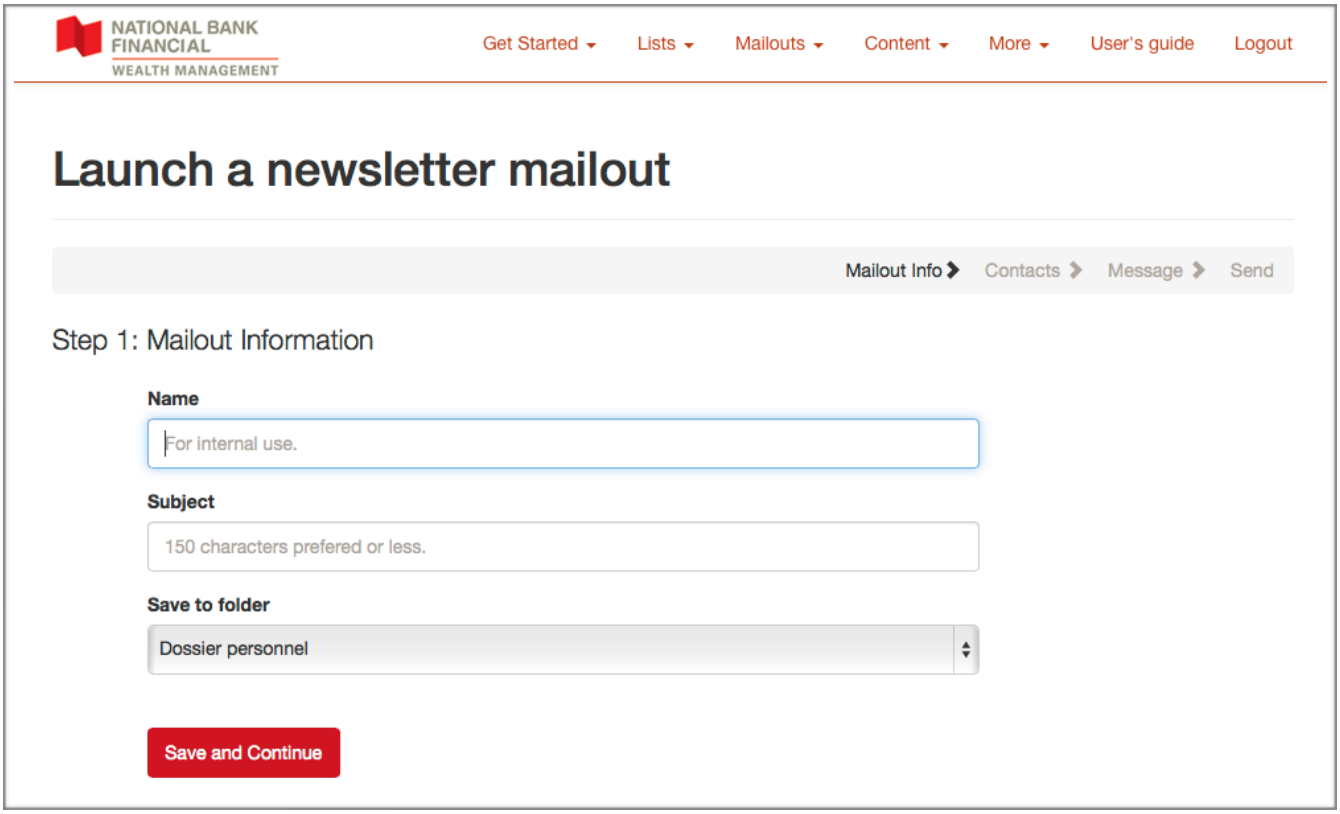
Note

The dashboard is accessible at any time via the **More** menu on the main navigation bar.

Step 1- Mailout information

After having selected a new promotion or a new newsletter, enter your mailout information:

1. Fill in the **Name** of your campaign (no spaces or hyphens)
2. Specify your message subject line by filling in the **Subject** field
3. Select a save folder
4. Click on the **Save and continue** button to go to the next step



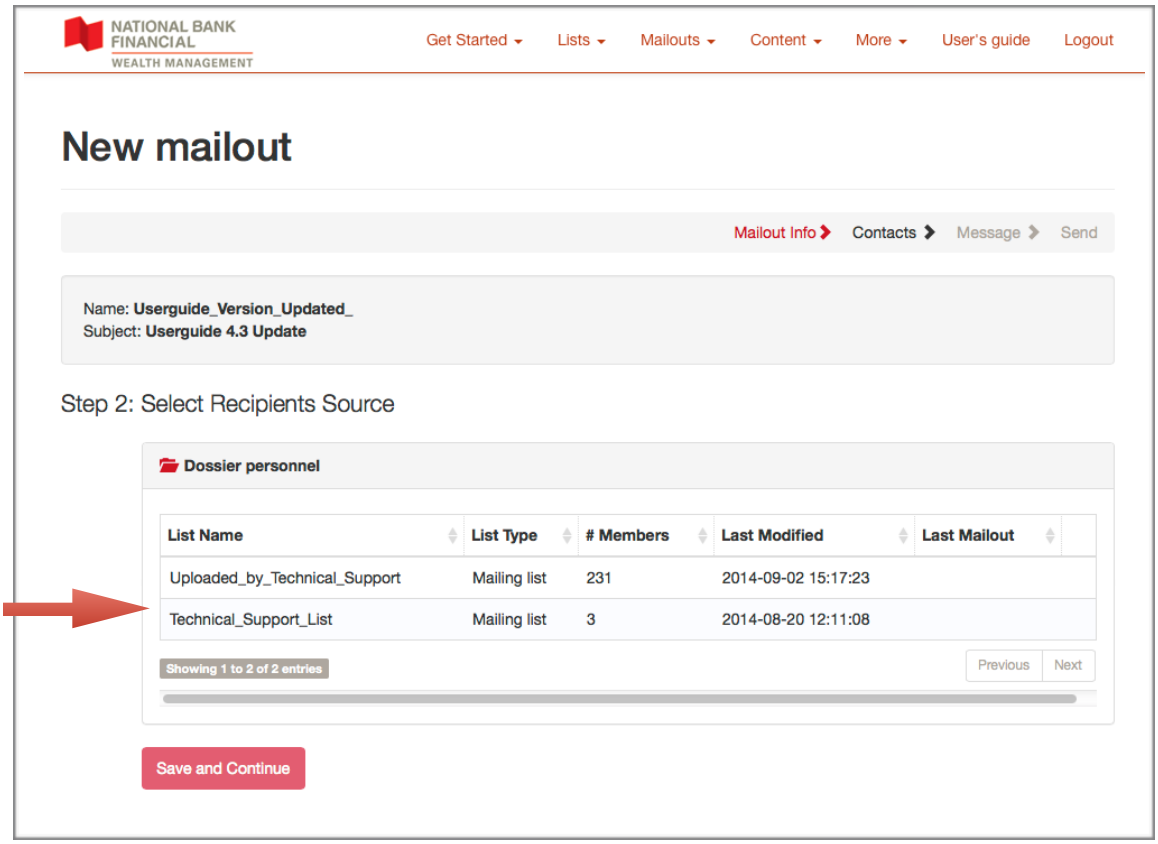
Note

You can launch a promotional message or a newsletter at any time via the **Get started** menu on the main navigation bar.

Step 2 - Select recipients

This step allows you to select a subscribers list :

1. Select a list
2. Click on **Save and Continue** to go to the next step



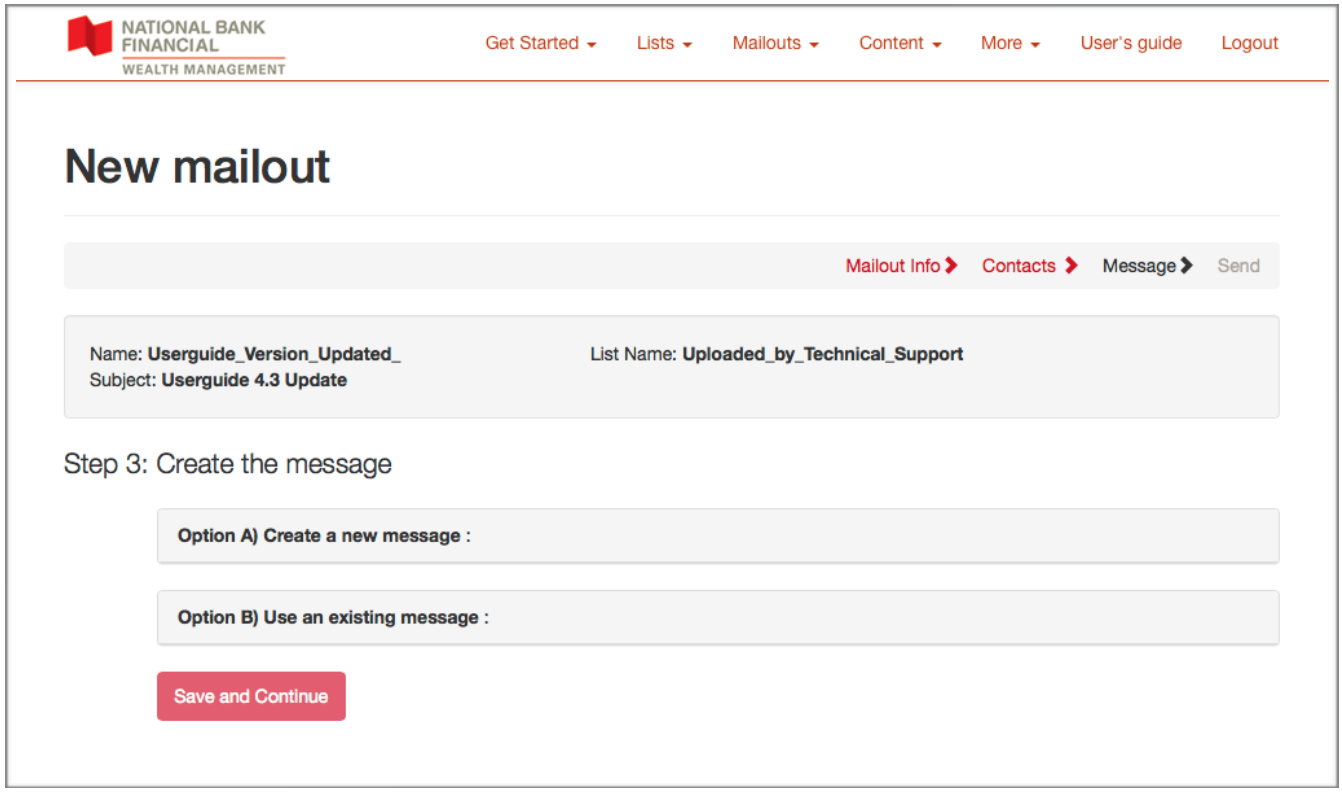
Note

At any step before sending your message, you can manage and create subscribers lists via the **Lists** menu on the main navigation bar (go to **page 42** for more details).

Step 3 - Create the message

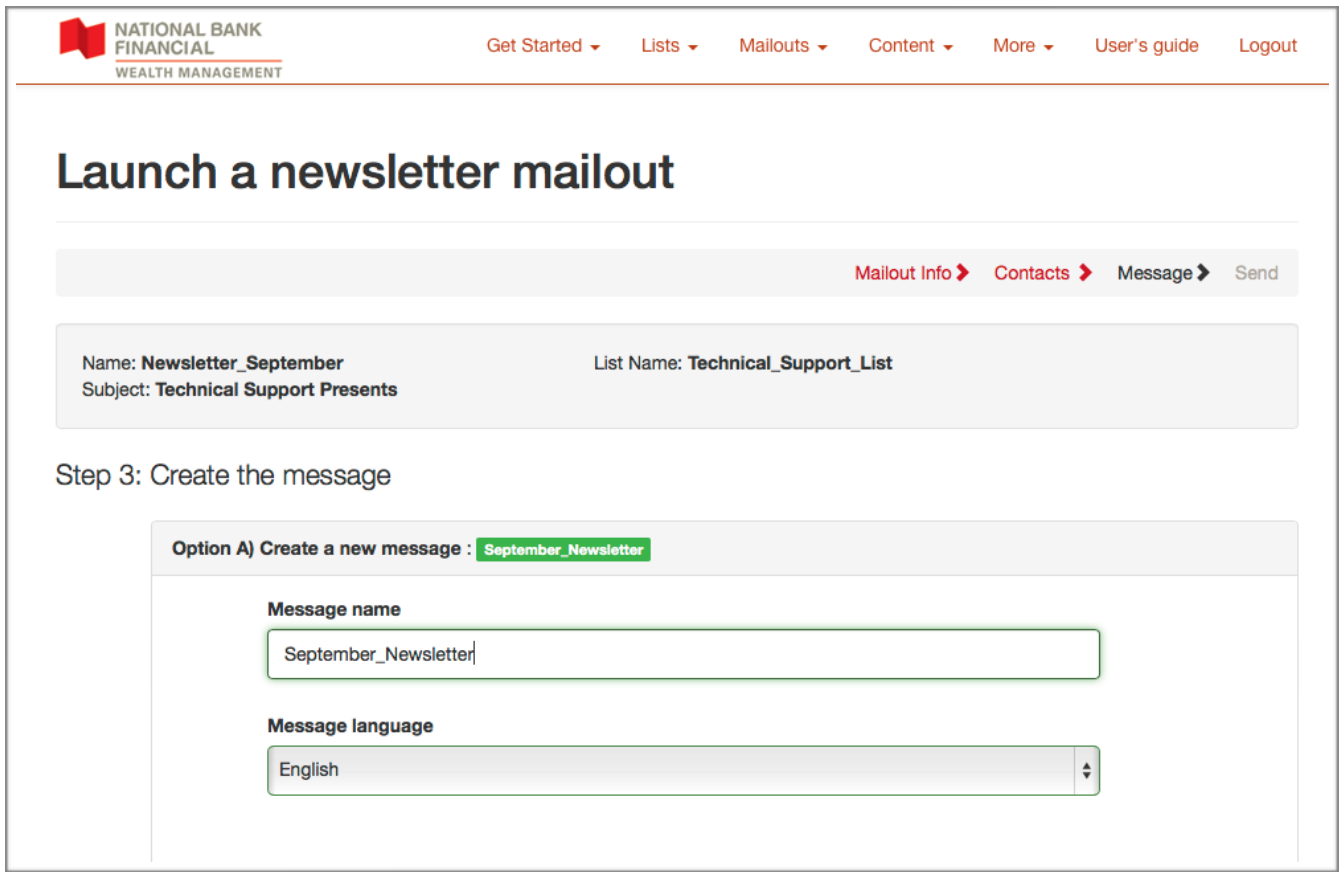
Konversation agent offers you two options to create your messages :

- Create a new message with the text editor **(Option A**)
- Use an existing message (**Option B**)



Create a newsletter article

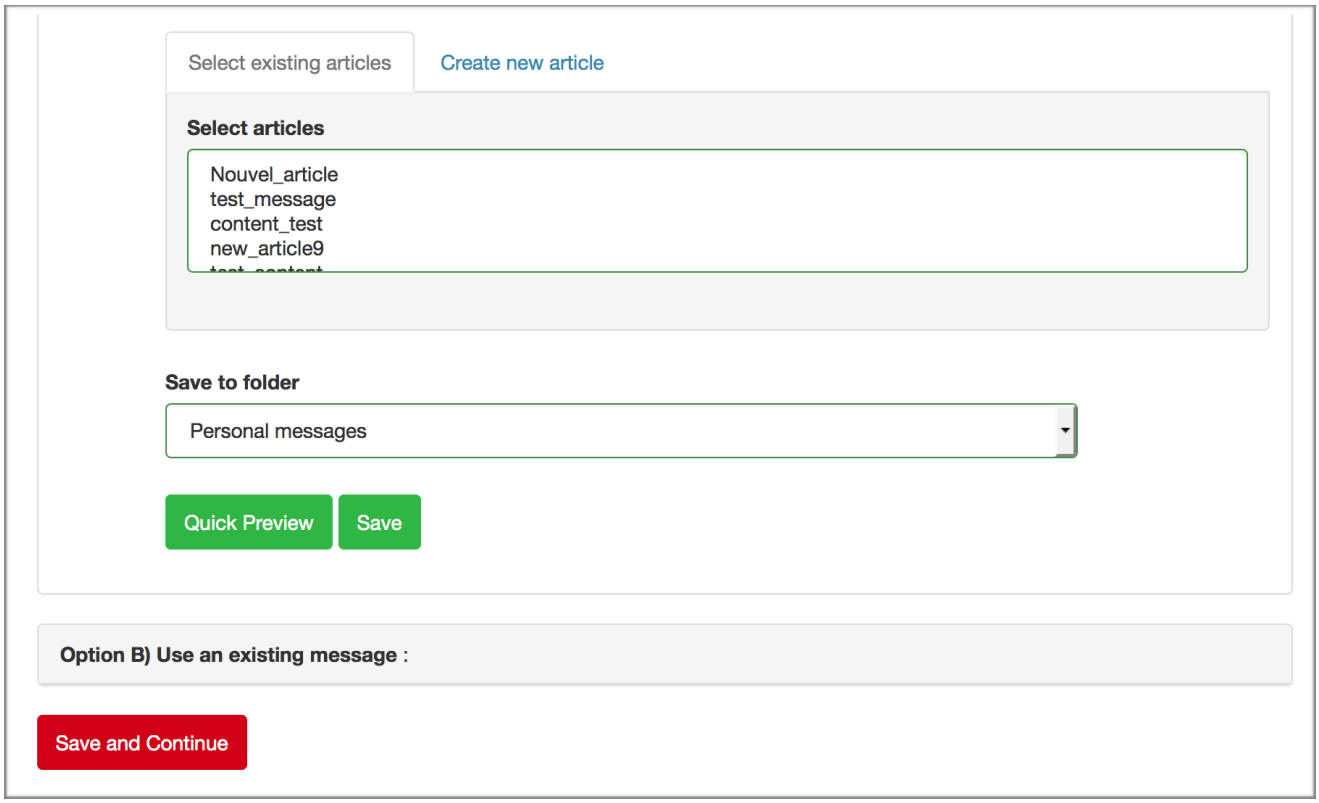
1. Click on **Option A) Create a new message**
2. Fill in the name of your new message (no spaces or hyphen)
3. Select the **Message language**



4. Click on **Create new article**

5. Write the article in the text editor

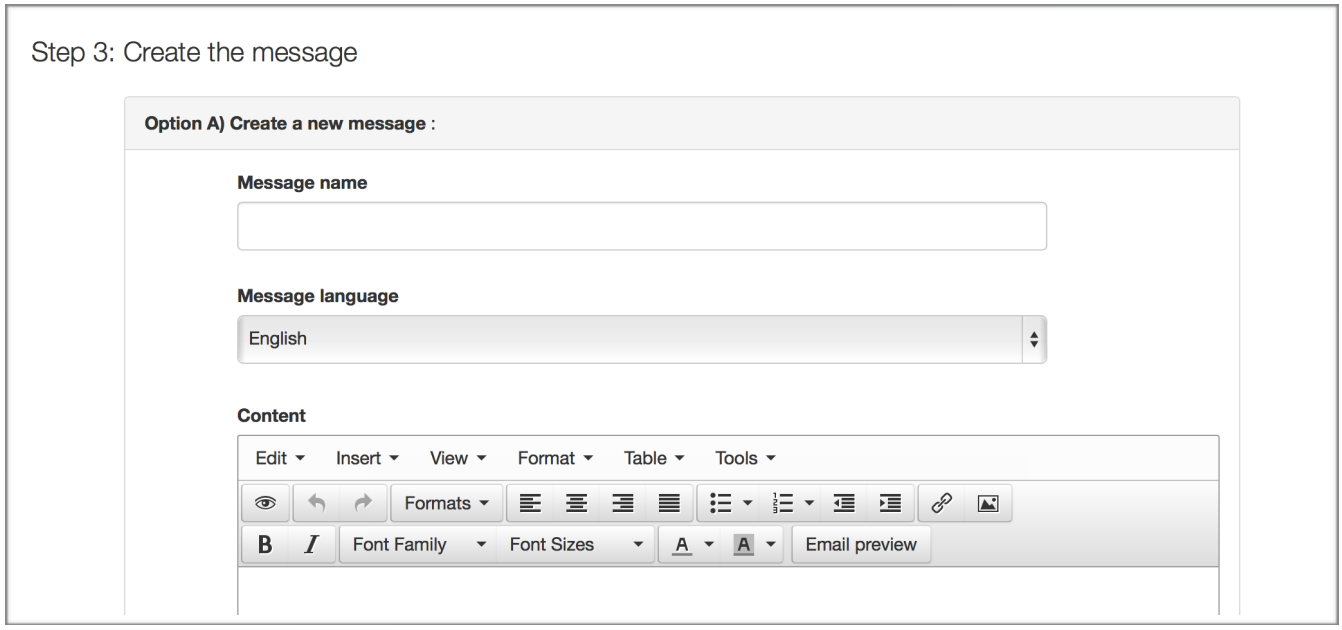
6. Select a save folder
7. To view your message before saving it, click on the **Quick Preview** button
8. Click on the **Save** and **Save and Continue** buttons to go to the next step



Create a promotional message

To write a promotional message with the text editor :

1. Click on **Option A) Create a new message**



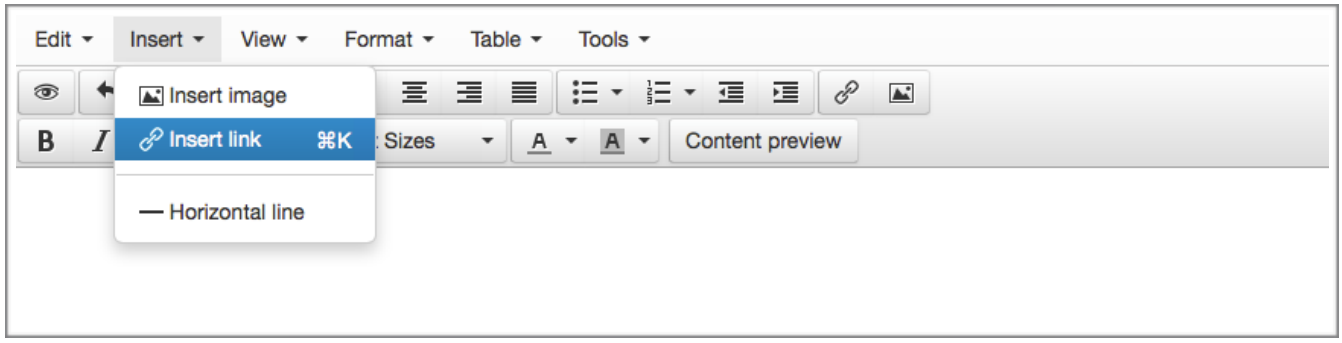
2. Fill in the name of your new message (no spaces or hyphens)
3. Select the **Message language**
4. Write your message in the text editor
5. Select a **Save folder**
6. To view your message before saving it, click on the **Quick Preview** button

7. Click on the **Save** and **Save and Continue** buttons to go to the next step

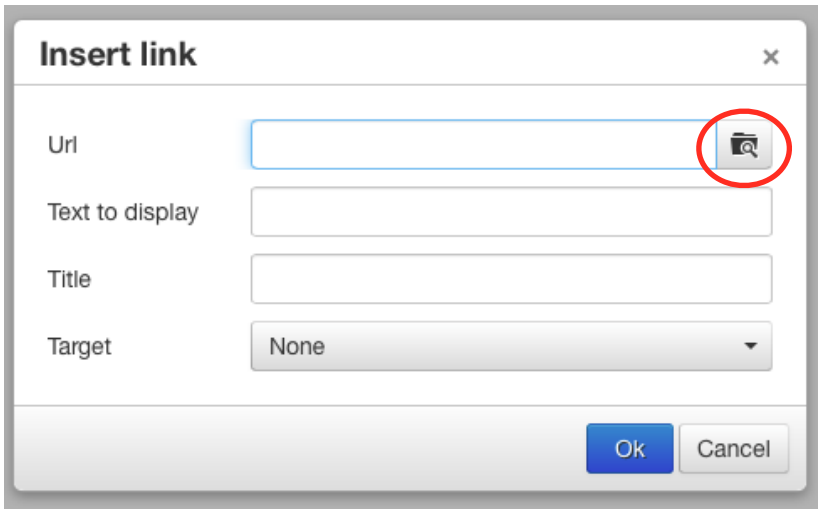
Inserting a PDF file in the Text Editor

To insert in your message a link to a pdf file :

1. Click on the **insert** button and select the **Insert link** option



2. Click on the **folder** icon located in the **Url** line

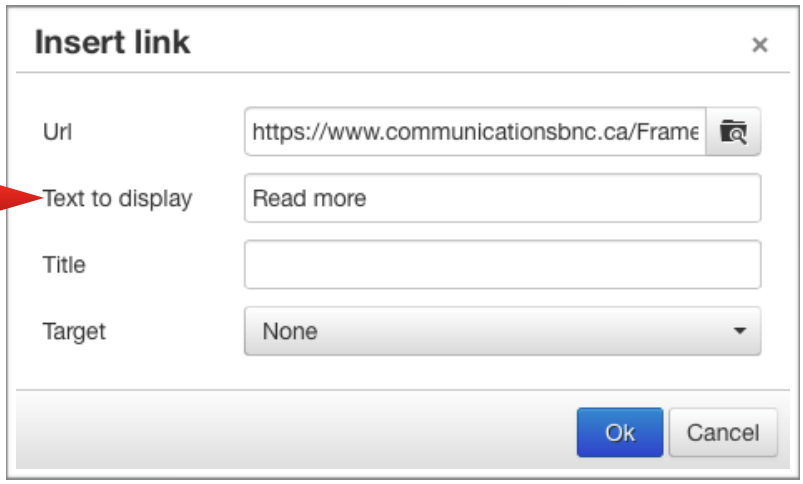


3. Click on the **Browse** button to select the file from your computer and click on the **Upload** button

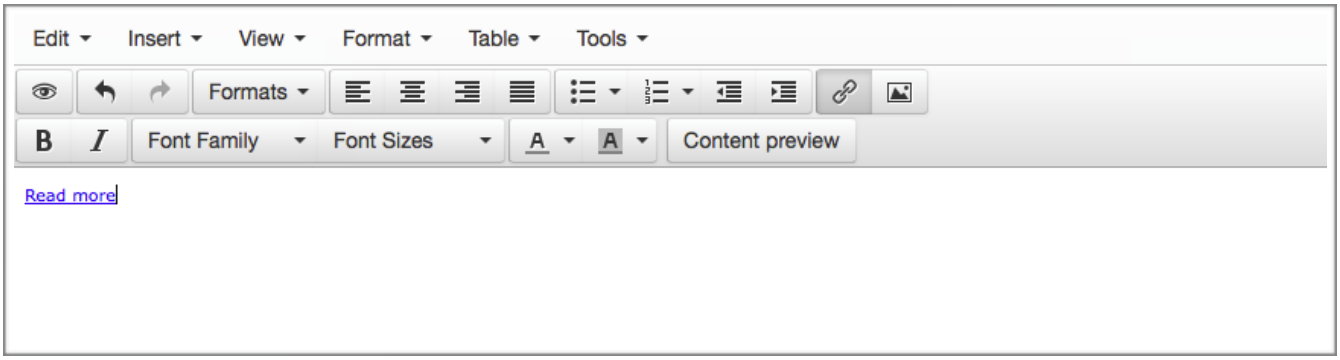
4. Konversation Agent will generate a URL to your pdf file

5. Type in the **text to display** to specify the visible, clickable text that will be displayed to your subscribers instead of the URL generated by Konversation Agent

Type in the text to display to your subscribers



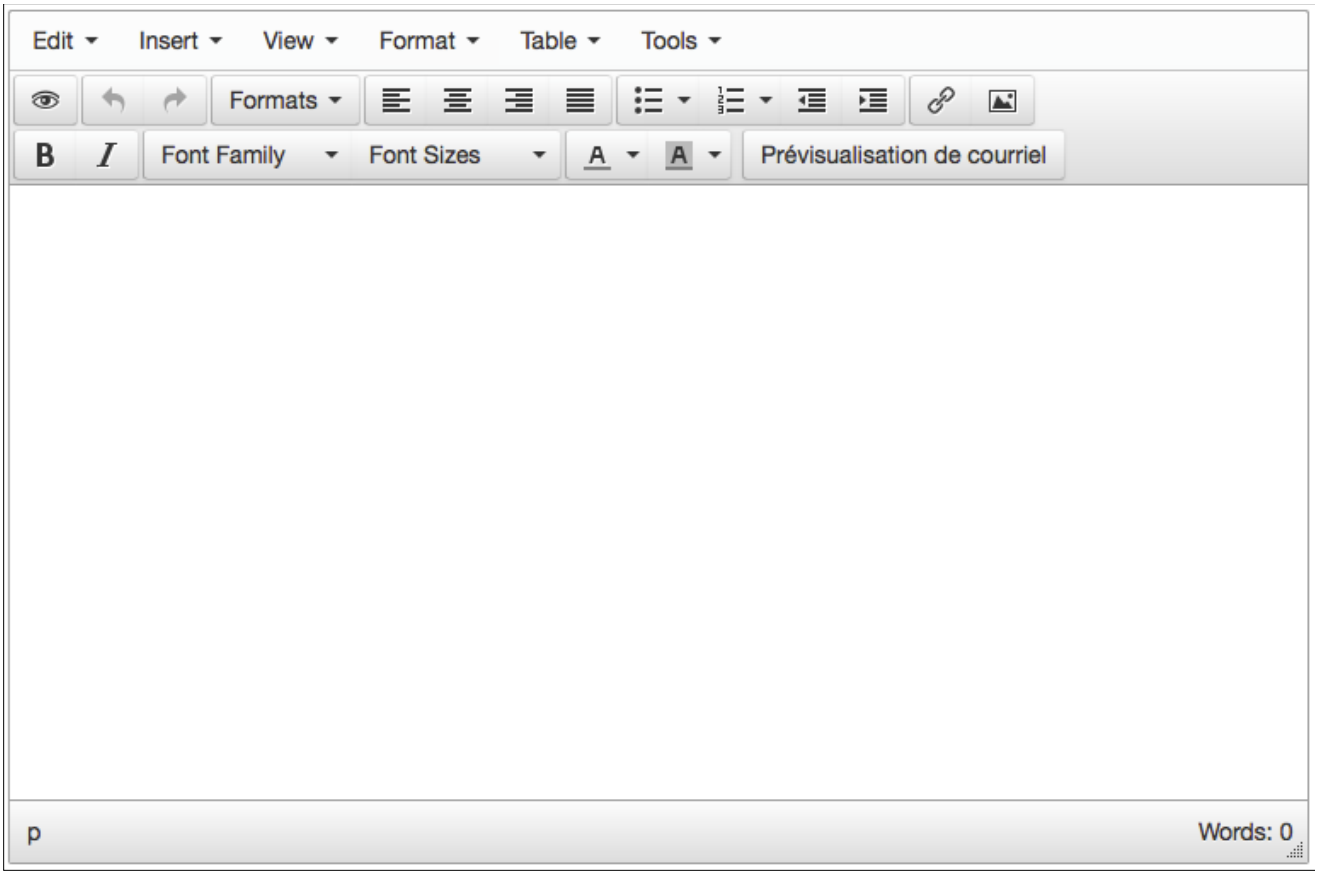
6. Click on the **ok** button to add your link



Note

The **Title** field allows you to enter additional text that pops up when subscribers hover over the link
The **Target** field specifies where to open the linked document in a new window or a new tab (none option)

Text editor features



Here is an exhaustive list of the editor's features :

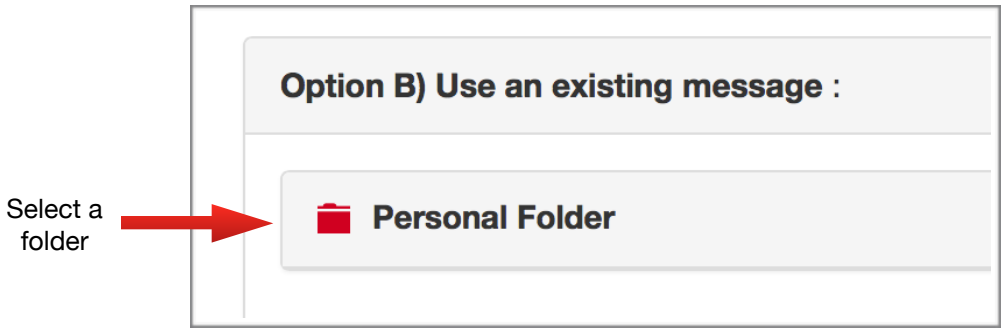
	Cut selected text
	Copy selected text
	Paste from clipboard
	Preview message
B	Bold highlighted selection
I	Italic highlighted selection
A	Text color
A	Background color

	Insert a hyperlink
	Insert or modify a picture
	Increase indent
	Decrease indent
	Numbered list
	Bullet list
	Justify text
	Align right
	Align left
	Align center
	Underline text
	Clear formatting
	strikethrough text
	Insert table
	Source code

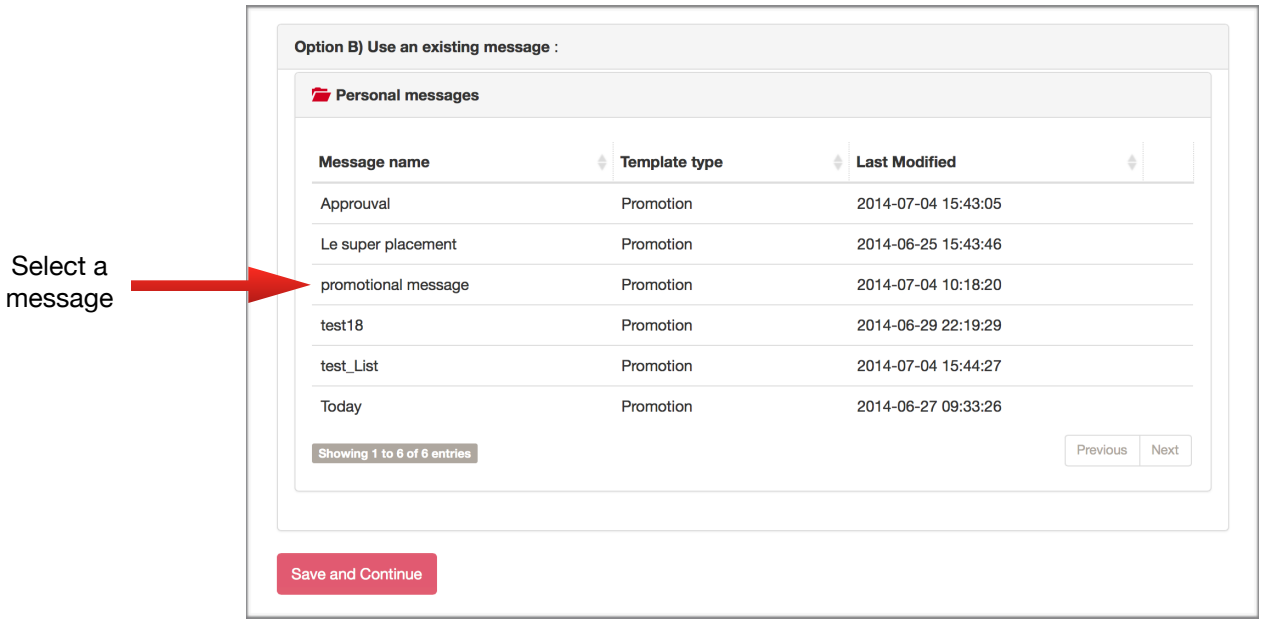
Use an existing message

To use an existing message :

1. Click on the **Option B) Use an existing message**
2. Select a folder



3. Select a message



4. Click on the **Save and Continue** button to go to the next step

Note

You can access and edit your messages at any step before the final send by clicking on **Manage messages** under the **Message** menu on the main navigation bar (go to **page 40** for more details).

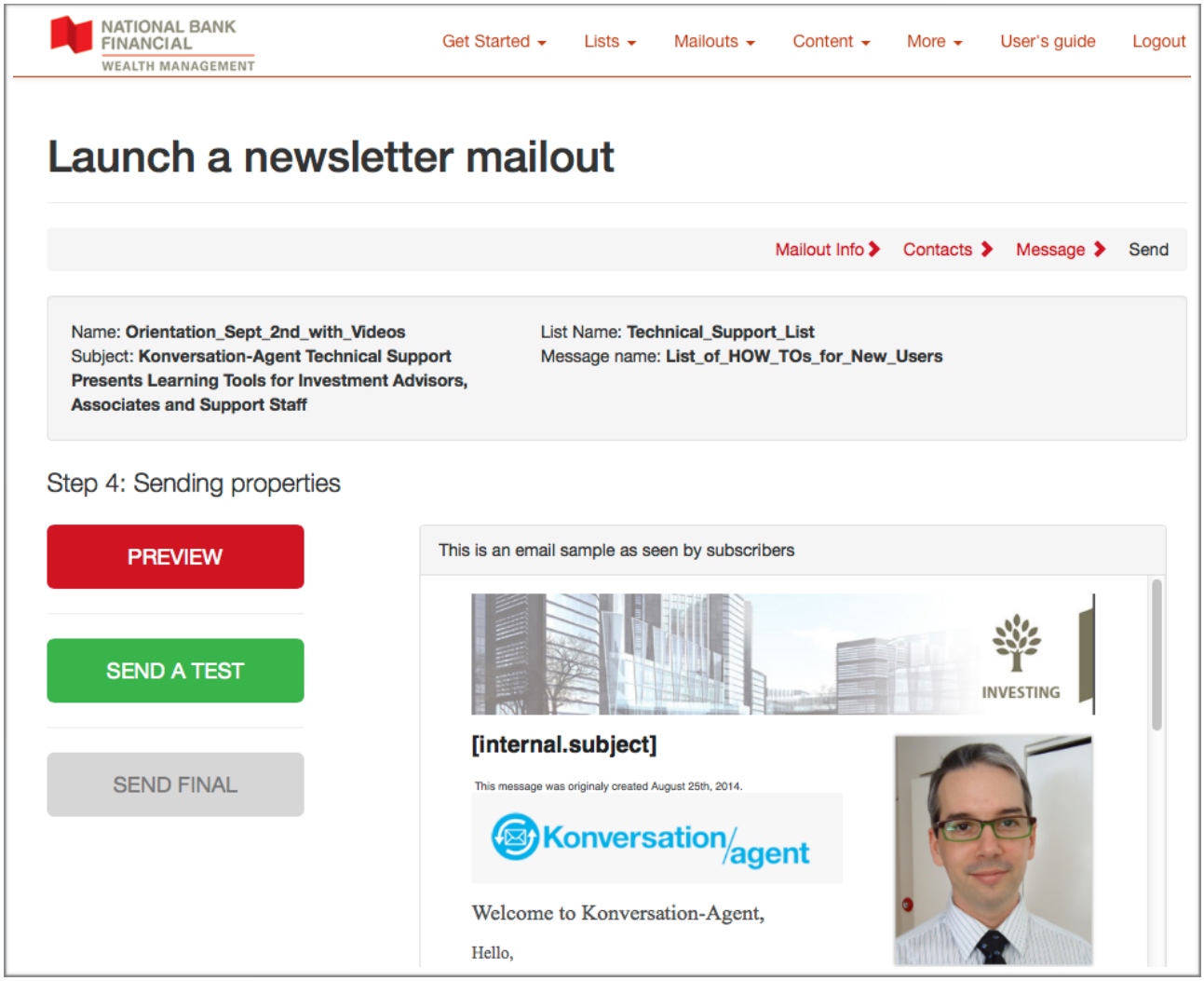
Step 4 - Sending properties

This step allows you test the rendering of your final layout and send an approbation request for your mailout.

Preview your message

3. Click on the **Preview** button for a final review of your message. To edit your message, click on the **Content** menu located on the navigation bar.

4. If you are satisfied with your message layout, click on the **Send a test** button to send your message to a test list.

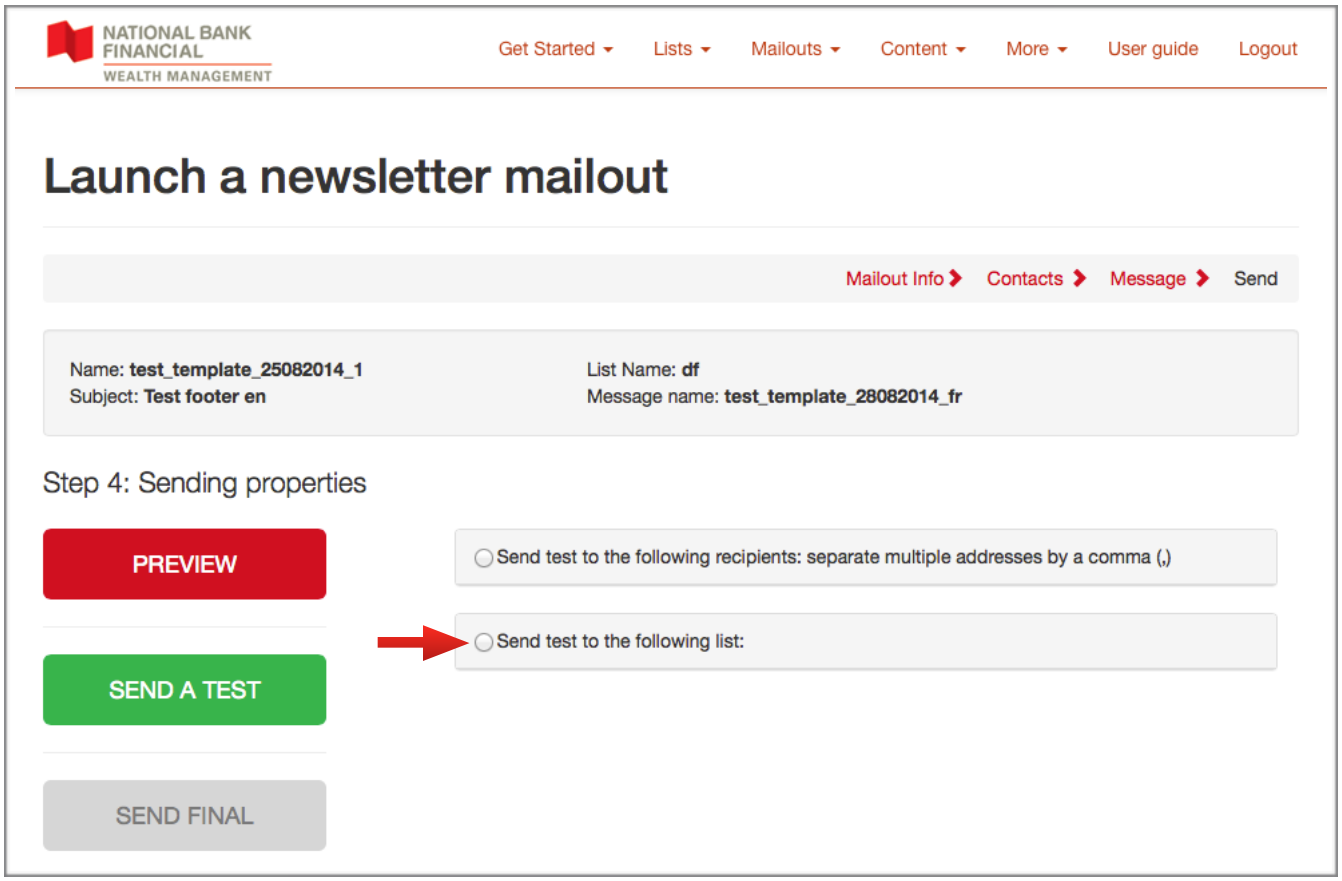


Note

You can access and edit your messages at any step before the final send by clicking on **Messages** on this page which brings you back to step 3, (go to **page 30** for more details).

Send a Test

1. Click on the **send a test** button
2. Click on the **Send a test to the following list** option to send a message to the list of your choice

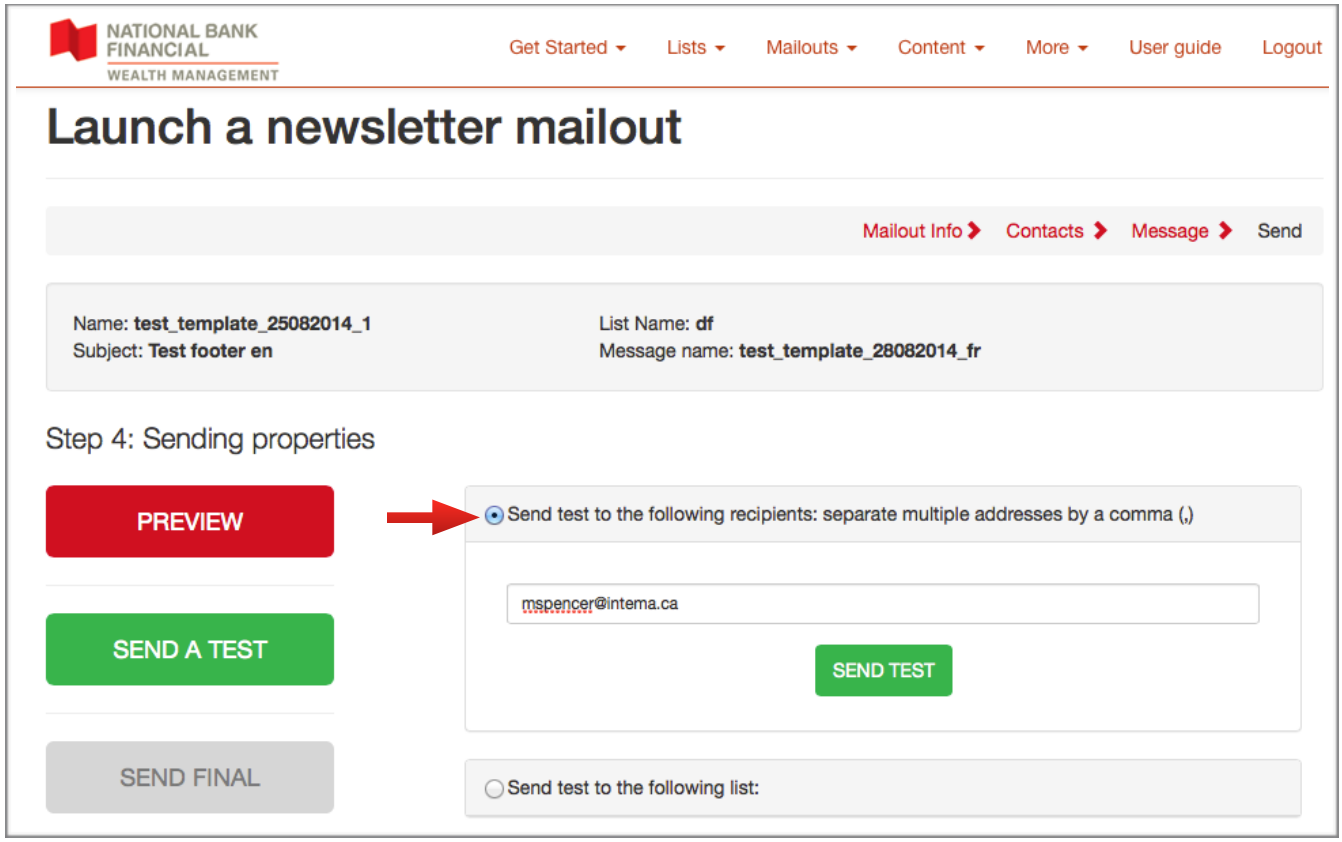


3. If you are satisfied with your test, click on the **Send final** button to go to the final step

Sending Tests Manually

To enter the recipients of your test directly without using a test list :

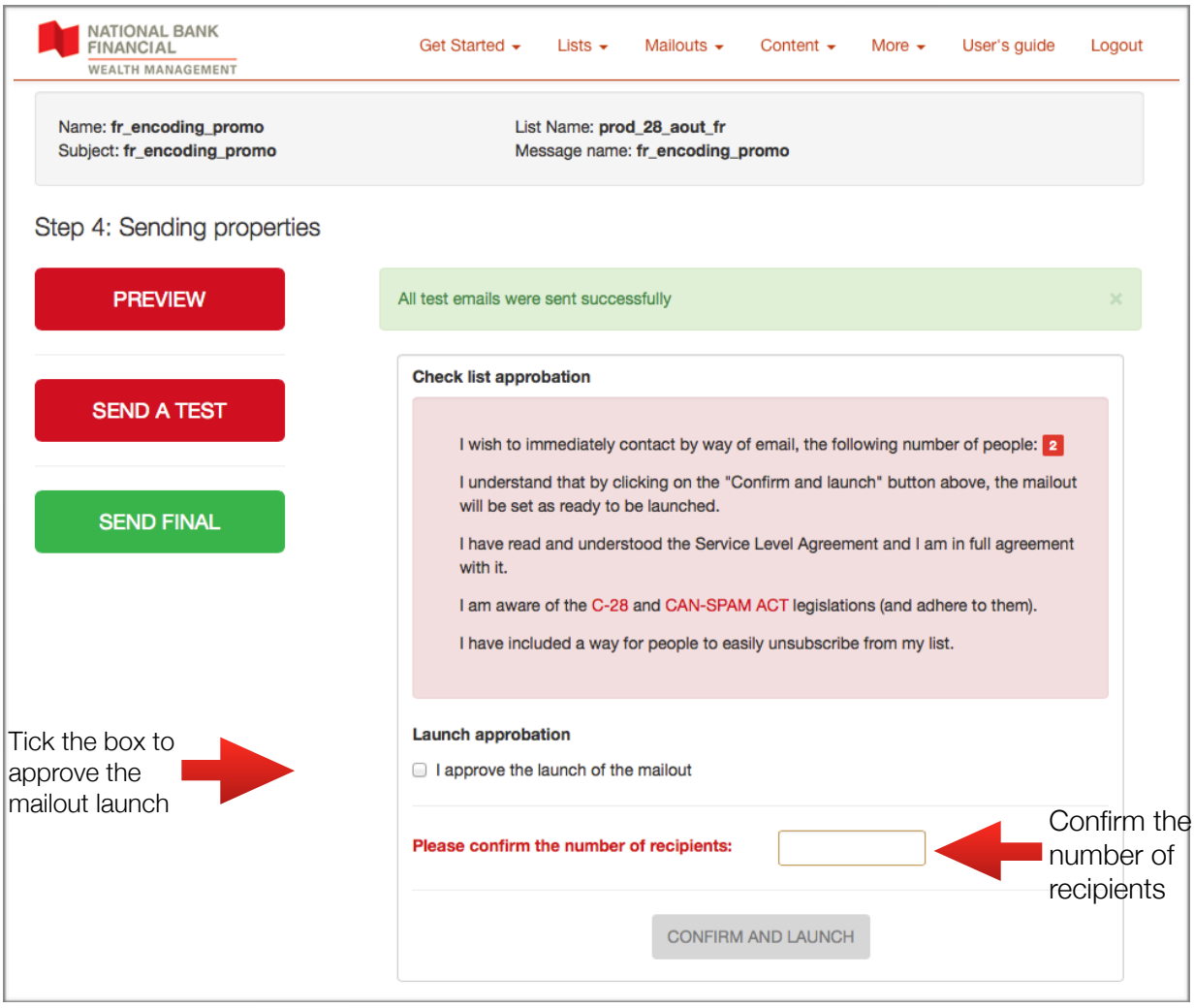
1. Click on **Send test to the following recipients.**
2. Type in all desired E-mail adresses



Send Final

This final step allows you to send a validation request to have your message sent to your contact list

1. Click on the campaign launch approbation box
2. Confirm by typing the number of recipients
3. Click on the **Confirm and Launch** button to send your campaign validation request


NATIONAL BANK FINANCIAL WEALTH MANAGEMENT
Get Started
Lists
Mailouts
Content
More
User's guide
Logout
Name: fr_encoding_promo
Subject: fr_encoding_promo
List Name: prod_28_aout_fr
Message name: fr_encoding_promo
Step 4: Sending properties
PREVIEW
SEND A TEST
SEND FINAL
All test emails were sent successfully
Check list approbation
I wish to immediately contact by way of email, the following number of people: 2
I understand that by clicking on the "Confirm and launch" button above, the mailout will be set as ready to be launched.
I have read and understood the Service Level Agreement and I am in full agreement with it.
I am aware of the C-28 and CAN-SPAM ACT legislations (and adhere to them).
I have included a way for people to easily unsubscribe from my list.
Launch approbation
I approve the launch of the mailout
Please confirm the number of recipients:
CONFIRM AND LAUNCH
Tick the box to approve the mailout launch
Confirm the number of recipients

Note

After clicking on the button **Confirm and Launch,** an E-mail will be sent to your Compliance Officer for approval.

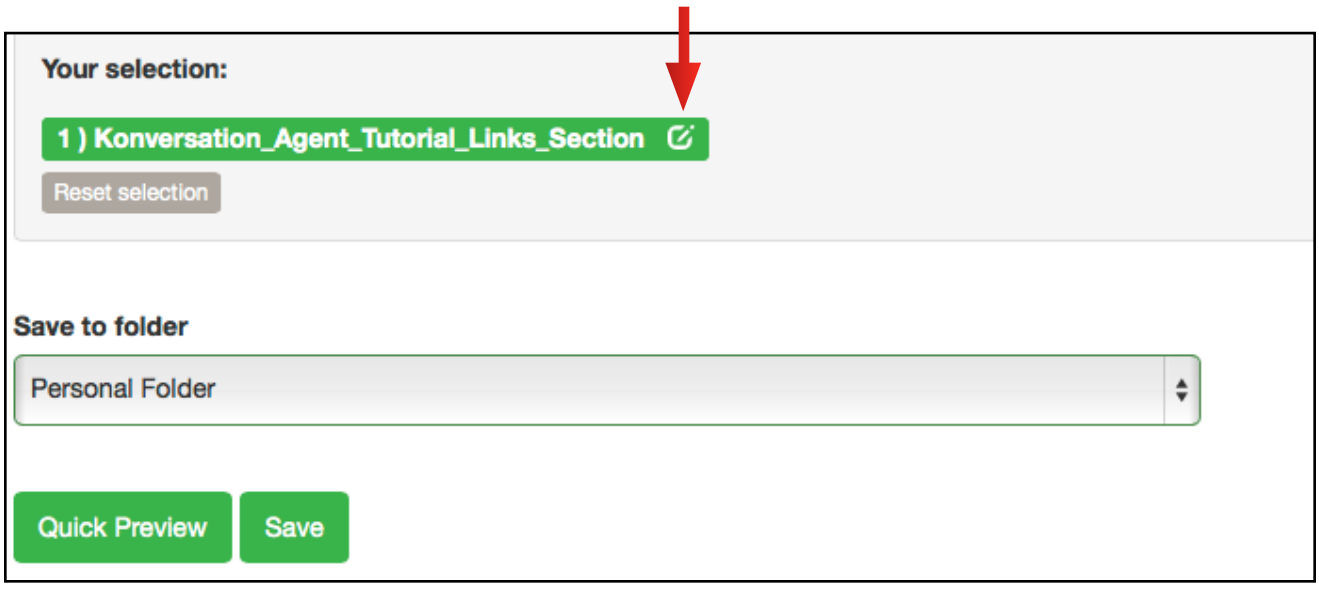
Editing Content on the Fly

Konversation agent offers the option of quickly editing your message after previewing simply by clicking on the previous step.

1. Click on the **message** breadcrumb to go back to step 3

2. Click on **option A) Create a new message**

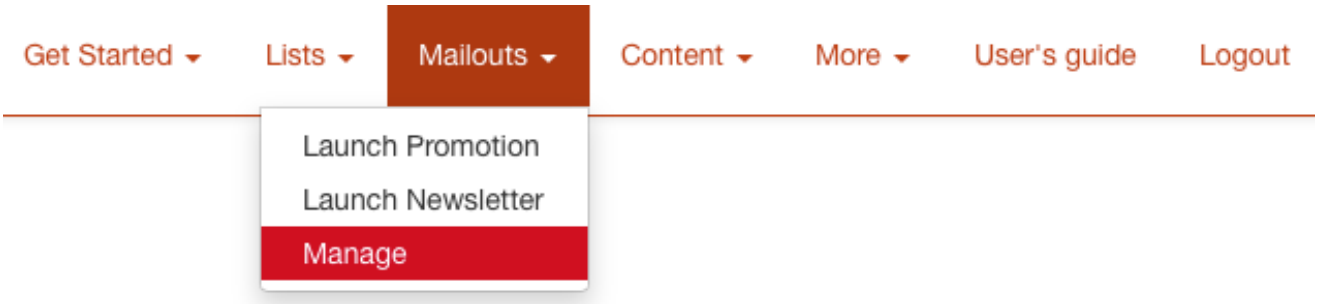
3. Reselect your articles, and click on the **View and Edit** button of the articles to modify



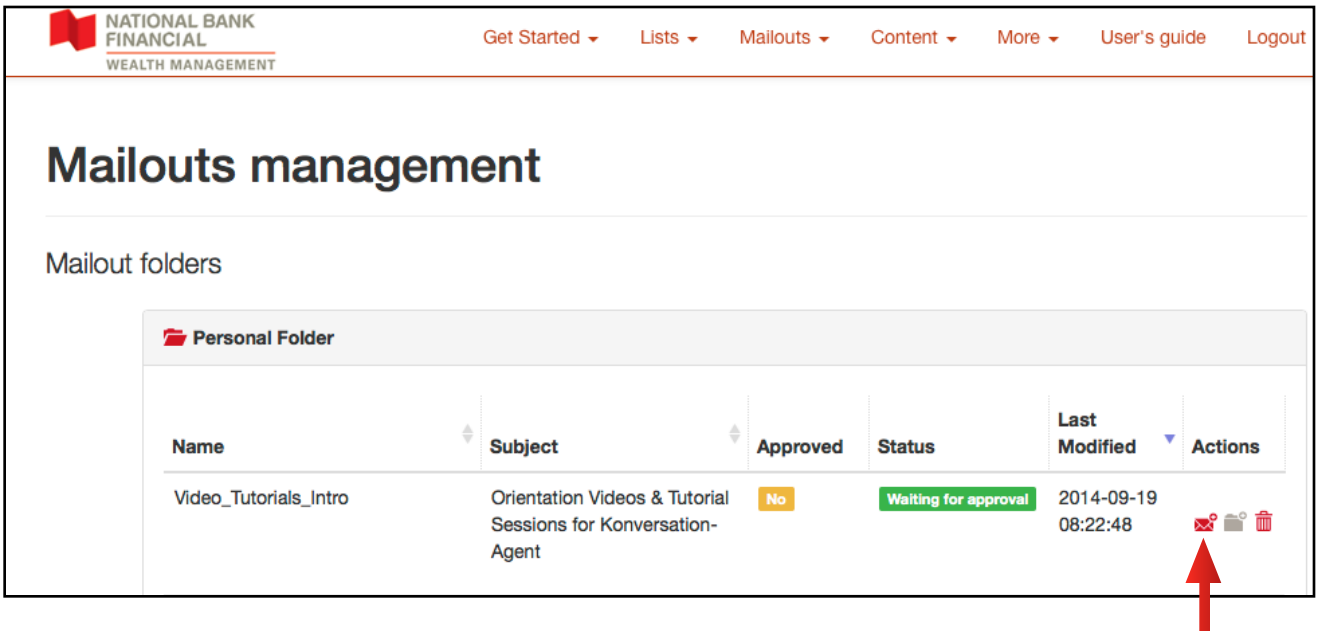
Mailout Resend Approval Request

To access your mailout reports :

1. Click on the **Manage** subsection under the **Mailouts** menu of the navigation bar.

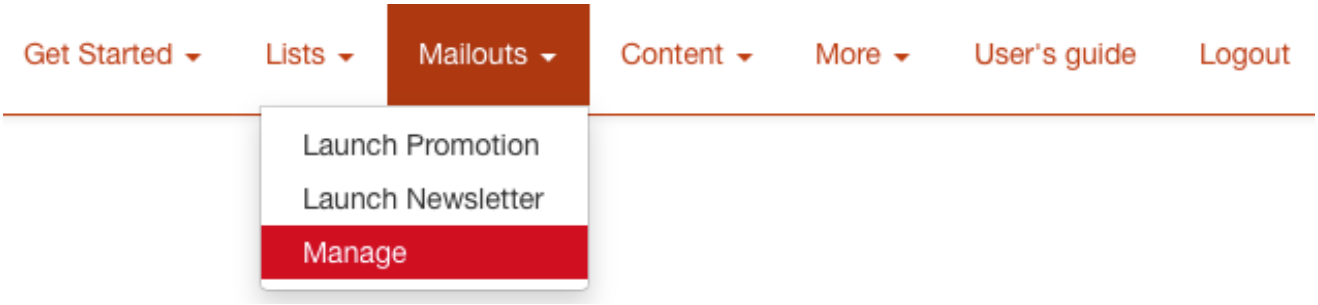


2. Click on **Resend Approval Request**



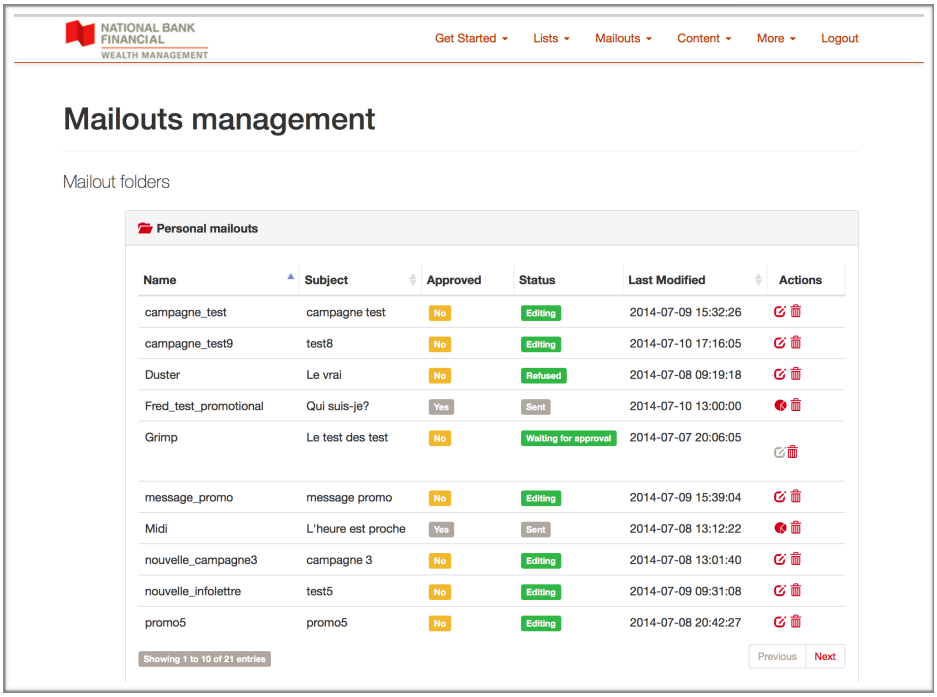
Mailout Reports

To access your mailout reports, click on the **Manage** subsection under the **Mailouts** menu of the navigation bar.



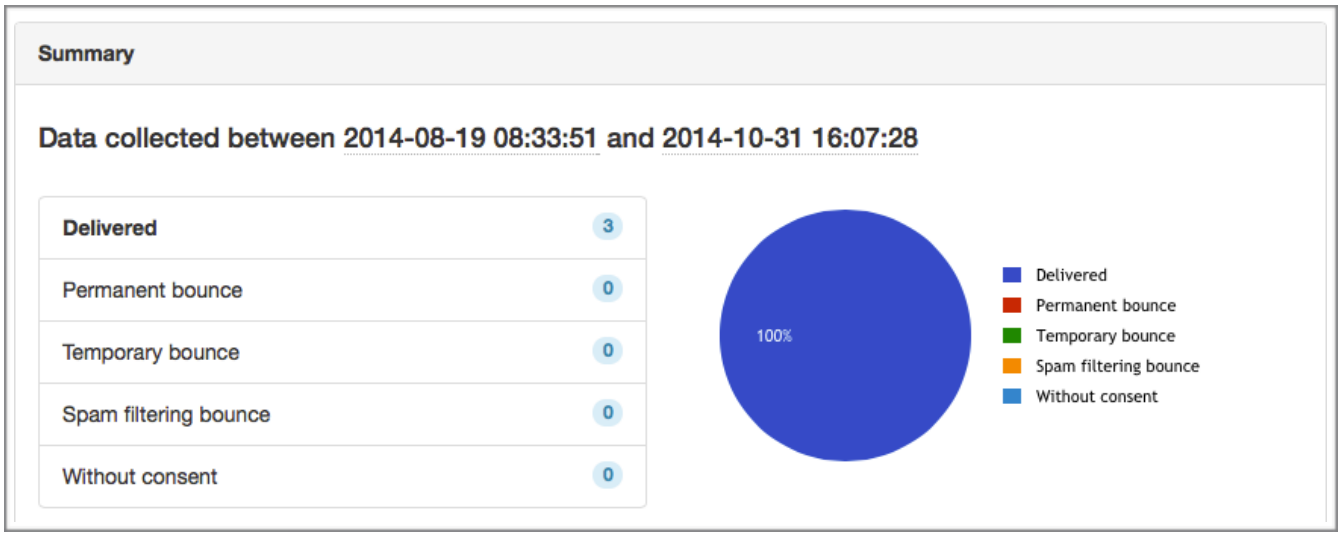
- To visualize a specific mailout's report click on its **Mailout report** button

Mailout report



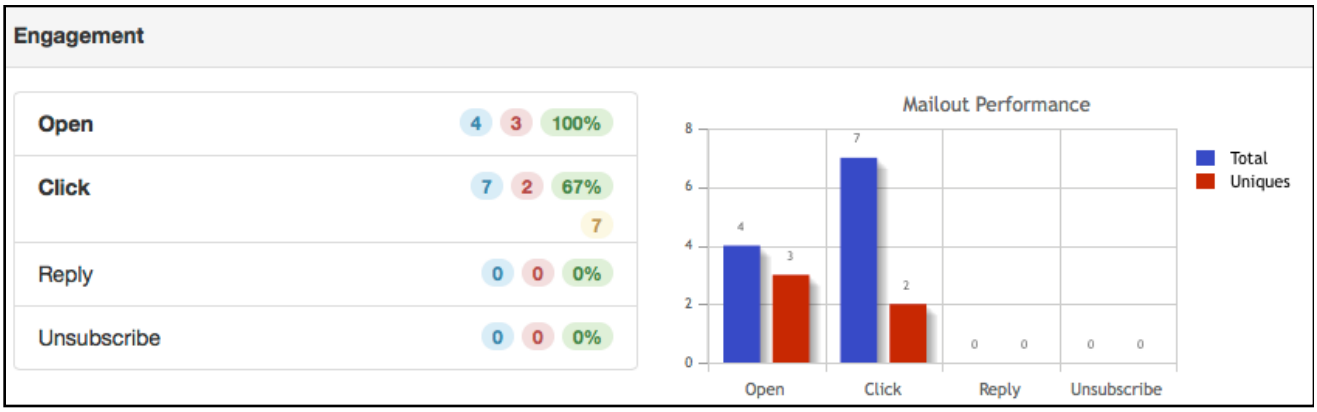
Konversation Agent offers you 3 types of reports :

1. **Summary**: Shows a Pie-Chart displaying the mailout's delivery performance

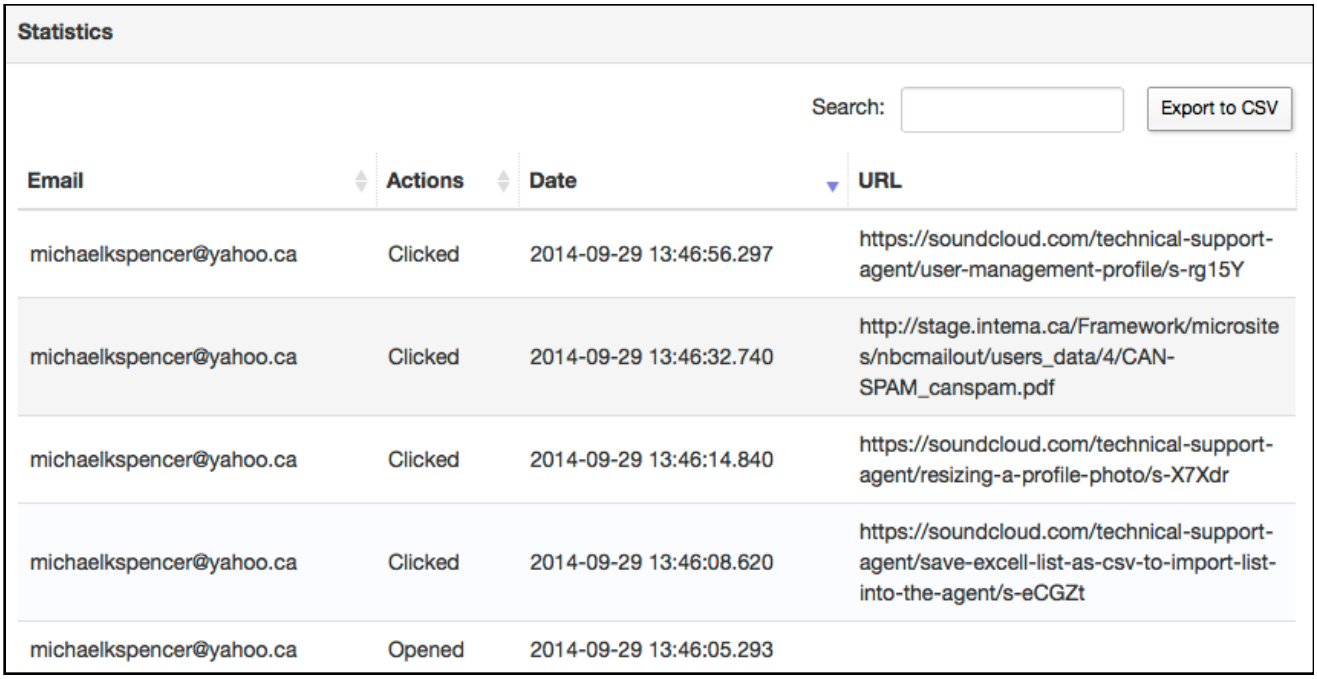


Field	Description
Delivered	Emails successfully delivered to an inbox.
Permanent bounce	Emails that permanently bounced back to the sender (invalid Email address etc.).
Temporary bounce	The recipient's mail server is temporarily unavailable (inbox full etc.).
Spam filtering bounce	The message has been blocked by a spam filter.

2. **Engagement**: Displays the *total (blue)* and *unique (red)* opens, clicks and the % unique opens and unique clicks. Number of clicked links (orange).



3. **Statistics**: Shows each contact's actions (clicks, opens, etc.). The search function allows you to quickly find a contact and view his behavioural data.



Statistics

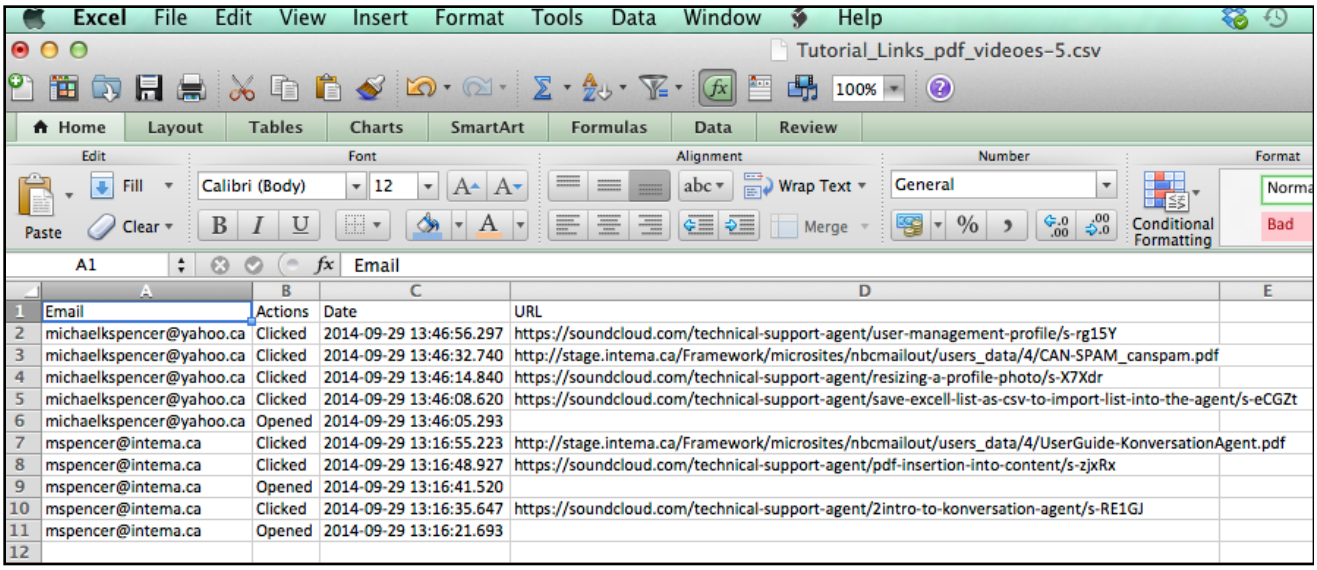
Search: Export to CSV

Email	Actions	Date	URL
michaelkspencer@yahoo.ca	Clicked	2014-09-29 13:46:56.297	https://soundcloud.com/technical-support-agent/user-management-profile/s-rg15Y
michaelkspencer@yahoo.ca	Clicked	2014-09-29 13:46:32.740	http://stage.intema.ca/Framework/microsites/nbcmailout/users_data/4/CAN-SPAM_canspam.pdf
michaelkspencer@yahoo.ca	Clicked	2014-09-29 13:46:14.840	https://soundcloud.com/technical-support-agent/resizing-a-profile-photo/s-X7Xdr
michaelkspencer@yahoo.ca	Clicked	2014-09-29 13:46:08.620	https://soundcloud.com/technical-support-agent/save-excell-list-as-csv-to-import-list-into-the-agent/s-eCGZt
michaelkspencer@yahoo.ca	Opened	2014-09-29 13:46:05.293	

Each field is sortable by Email, actions, date or URL. The date by default is sorted from newest to oldest, click once and they will be sorted from oldest to newest.

Exporting a report

The mailout reports can be **exported** and converted from .csv to Excel file for easy viewing.



Excel File Edit View Insert Format Tools Data Window Help

Tutorial_Links_pdf_videoes-5.csv

	A	B	C	D	E
1	Email	Actions	Date	URL	
2	michaelkspencer@yahoo.ca	Clicked	2014-09-29 13:46:56.297	https://soundcloud.com/technical-support-agent/user-management-profile/s-rg15Y	
3	michaelkspencer@yahoo.ca	Clicked	2014-09-29 13:46:32.740	http://stage.intema.ca/Framework/microsites/nbcmailout/users_data/4/CAN-SPAM_canspam.pdf	
4	michaelkspencer@yahoo.ca	Clicked	2014-09-29 13:46:14.840	https://soundcloud.com/technical-support-agent/resizing-a-profile-photo/s-X7Xdr	
5	michaelkspencer@yahoo.ca	Clicked	2014-09-29 13:46:08.620	https://soundcloud.com/technical-support-agent/save-excell-list-as-csv-to-import-list-into-the-agent/s-eCGZt	
6	michaelkspencer@yahoo.ca	Opened	2014-09-29 13:46:05.293		
7	mspencer@intema.ca	Clicked	2014-09-29 13:16:55.223	http://stage.intema.ca/Framework/microsites/nbcmailout/users_data/4/UserGuide-KonversationAgent.pdf	
8	mspencer@intema.ca	Clicked	2014-09-29 13:16:48.927	https://soundcloud.com/technical-support-agent/pdf-insertion-into-content/s-zjxRx	
9	mspencer@intema.ca	Opened	2014-09-29 13:16:41.520		
10	mspencer@intema.ca	Clicked	2014-09-29 13:16:35.647	https://soundcloud.com/technical-support-agent/2intro-to-konversation-agent/s-RE1GJ	
11	mspencer@intema.ca	Opened	2014-09-29 13:16:21.693		
12					

Behavioural Data

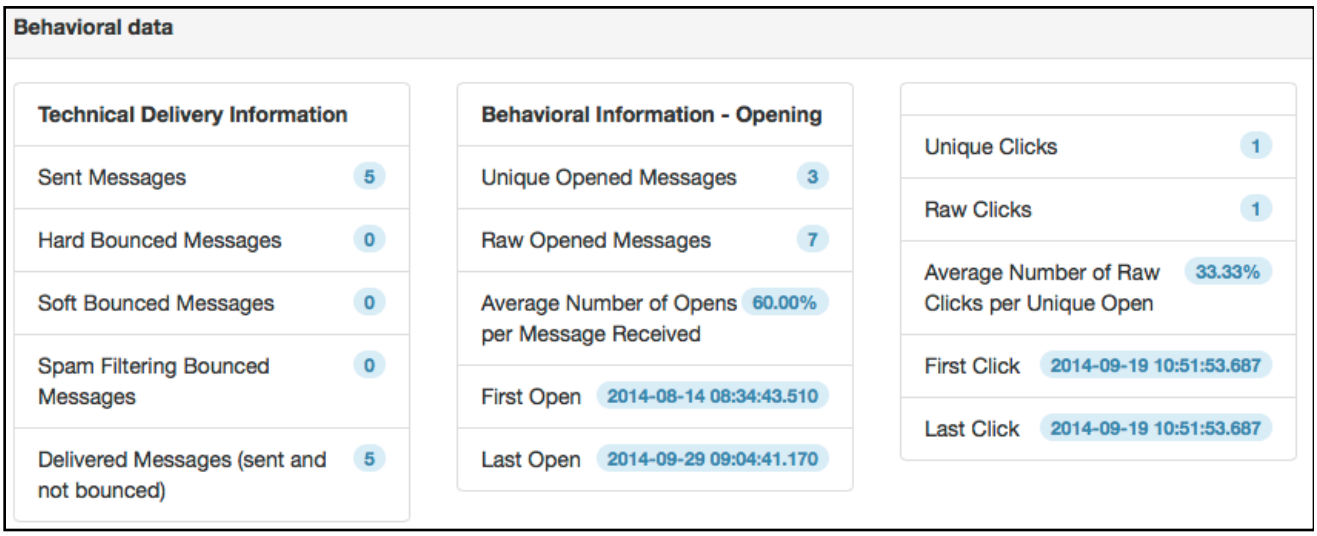
Konversation agent give you an in depth look at your mailout's performance with behavioural data for each of your list member.

1. Click on the **Manage** subsection of the **Lists** menu.

2. Click on a list's **View & Edit** button

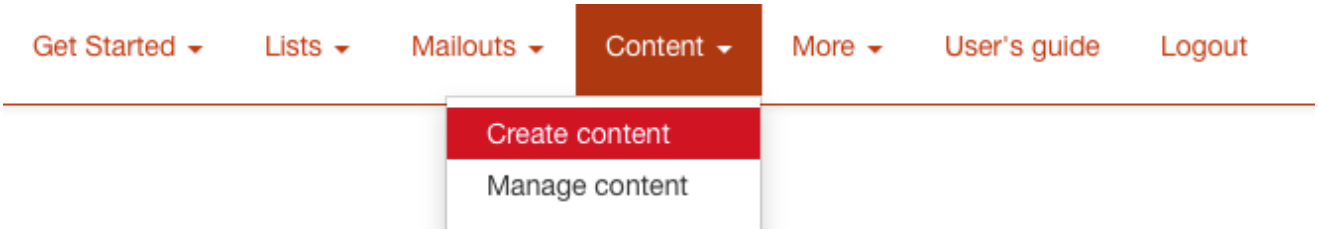
3. Click on the **List members** option then click on the contact's **View and Edit** button to access his profile

4. Scroll to the bottom of the page, then click on **Behavioural Data**.


Behavioral data
Technical Delivery Information
Sent Messages 5
Hard Bounced Messages 0
Soft Bounced Messages 0
Spam Filtering Bounced Messages 0
Delivered Messages (sent and not bounced) 5
Behavioral Information - Opening
Unique Opened Messages 3
Raw Opened Messages 7
Average Number of Opens per Message Received 60.00%
First Open 2014-08-14 08:34:43.510
Last Open 2014-09-29 09:04:41.170
Unique Clicks 1
Raw Clicks 1
Average Number of Raw Clicks per Unique Open 33.33%
First Click 2014-09-19 10:51:53.687
Last Click 2014-09-19 10:51:53.687

Content Creation

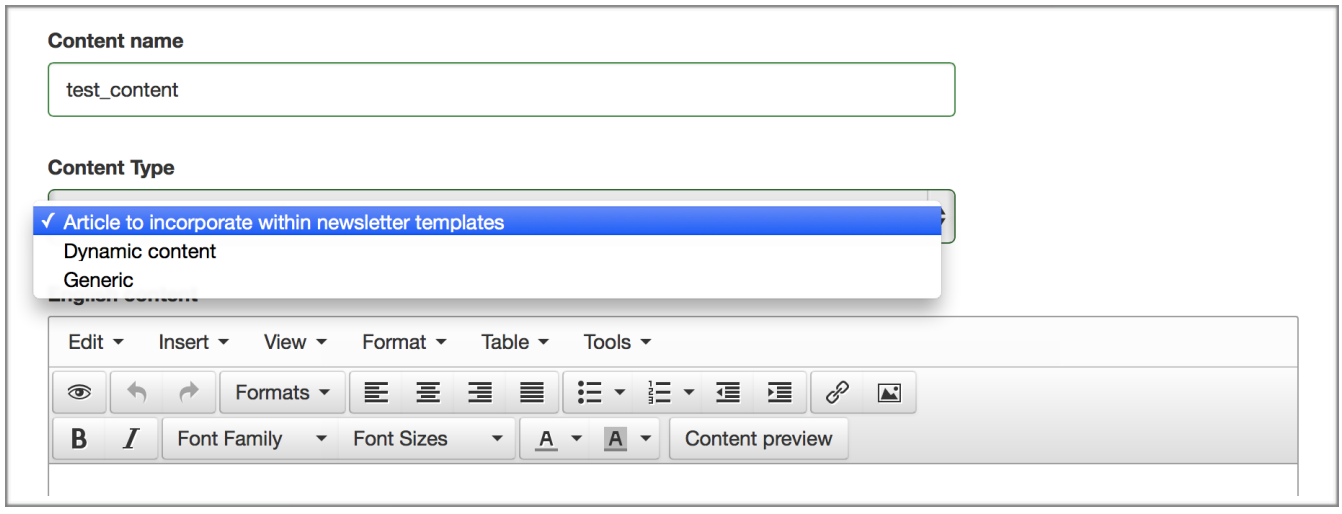
To create a new content, click on the **Create content** subsection under the **Content** menu of the navigation bar.



1. Fill in the Name of your content (without spaces or hyphens)
2. Select a Content type

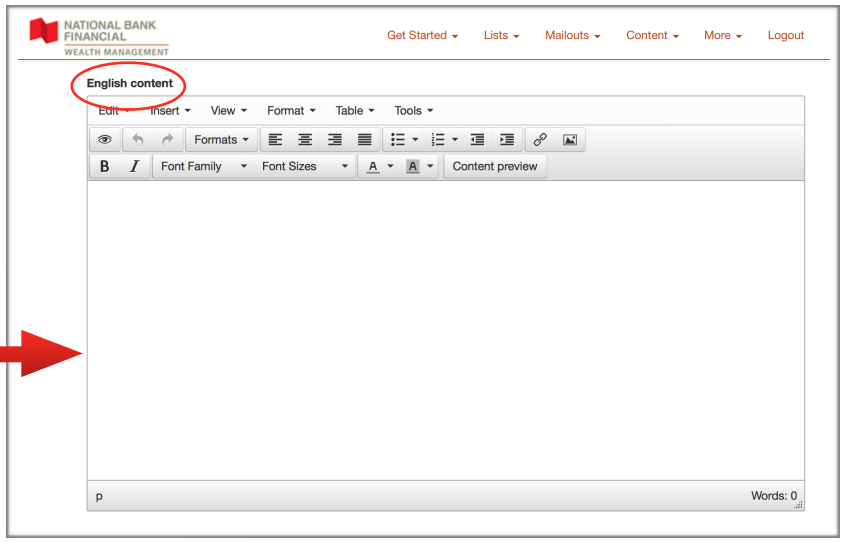
   Konversation Agent enables you to create 3 types of content:

   - Article to incorporate within newsletters
   - Dynamic content
   - Generic content

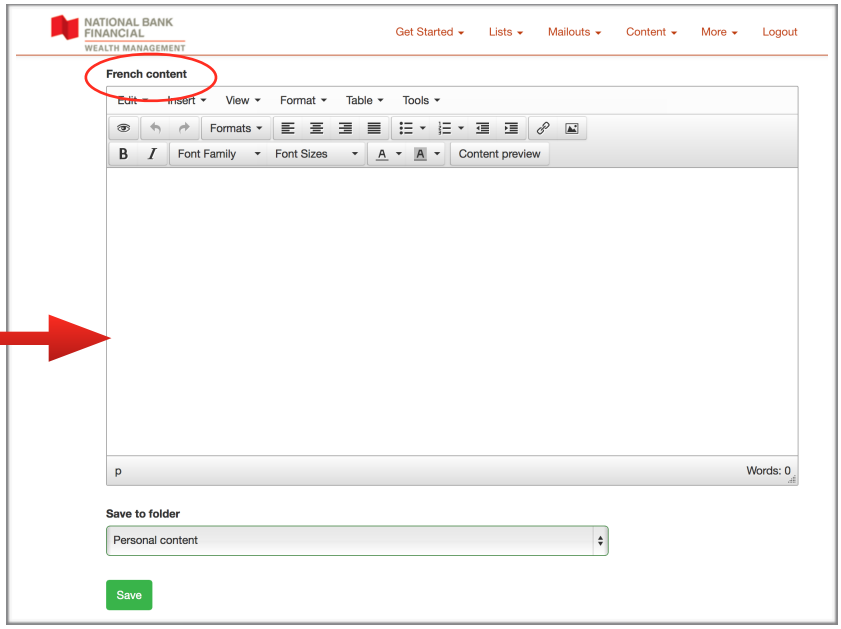


3. Insert the english version or the french version of your text in the corresponding editor

Insert the english version of your content



Insert the french version of your content



4. Click on the **Content preview** button for a rendering of your content as it will be seen by your recipients

5. Select a save folder

6. Click on **Save** to save your new content in the specified folder

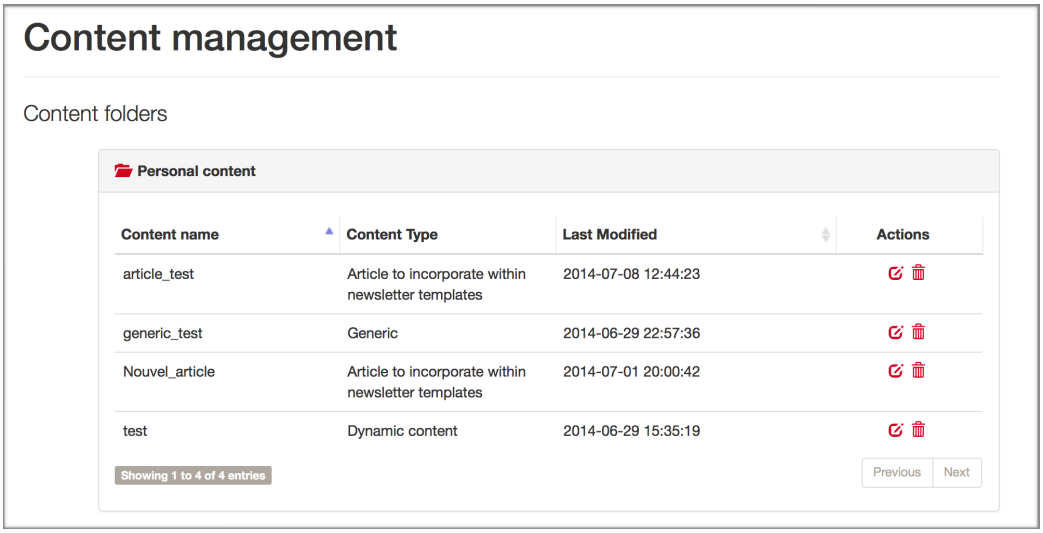
Manage Content

To manage your content, click on the **Manage content** subsection of the **Content** menu.

- To modify a content, click on its **View & Edit** button
- To delete a content, click on its **Delete** button

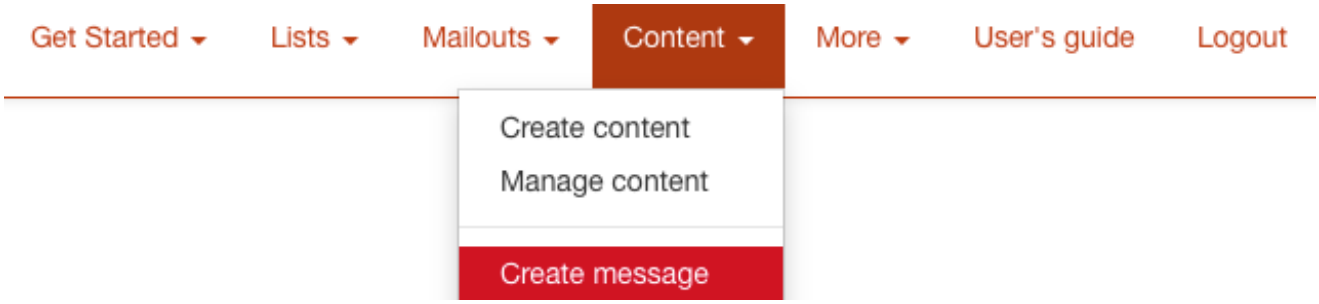
Delete the content

View & Edit the content

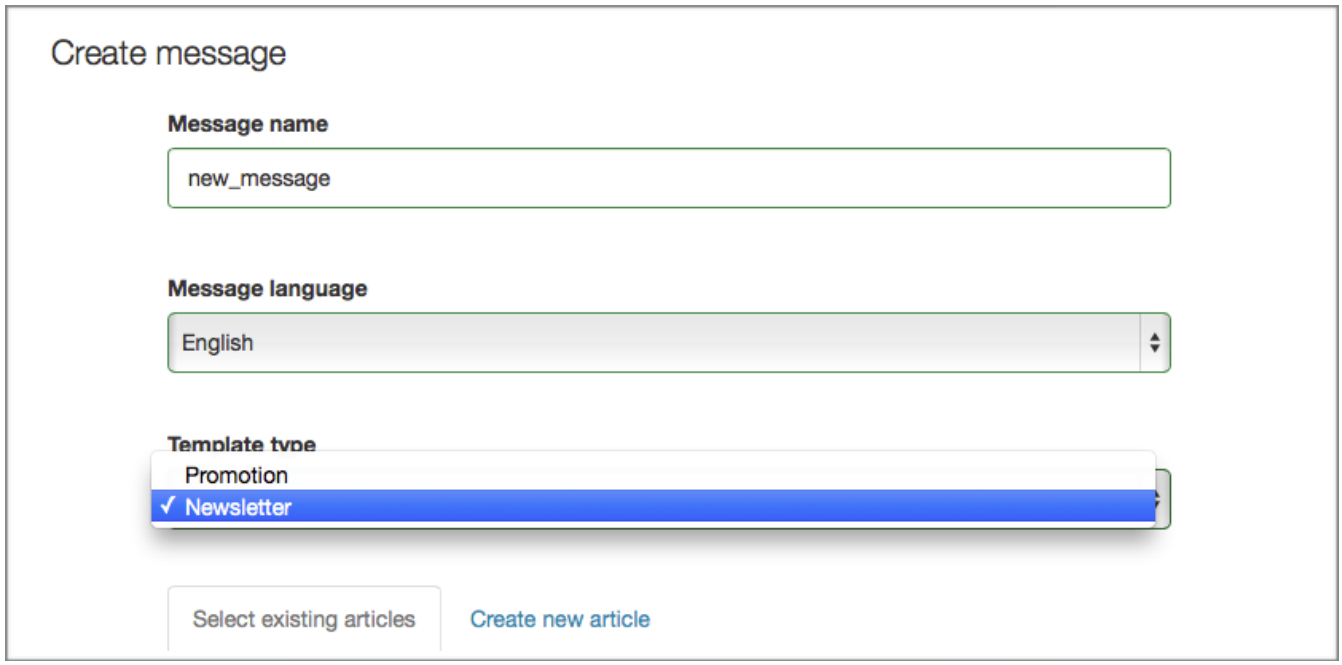


Create a Message

To create a message, click on the **Create message** subsection of the **Content** menu.



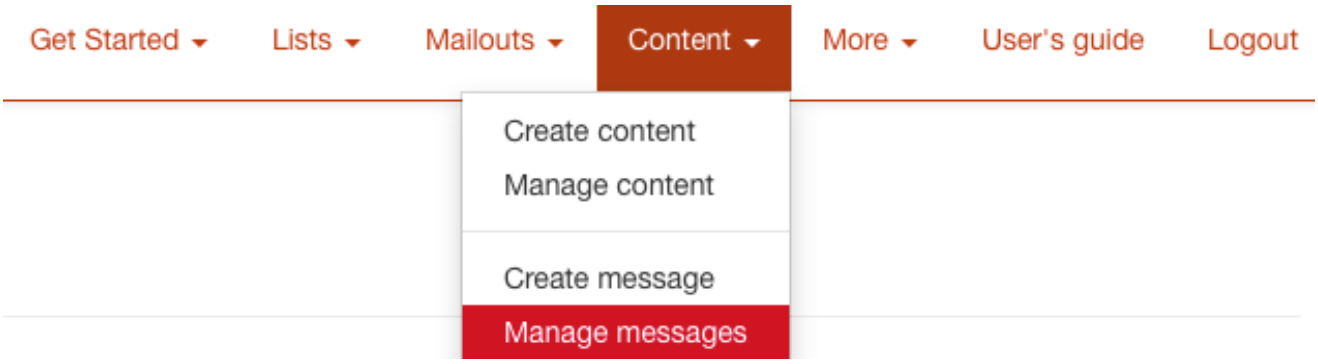
1. Fill in the name of your new message (no spaces or hyphens)
2. Select the **Message language** and a **Template type** (promotion or newsletter)



3. Enter your message in the text editor
4. Select a save folder
5. To view your message, click on the **Preview** button
6. Click on the **Save** button to go to the next step

Manage Messages

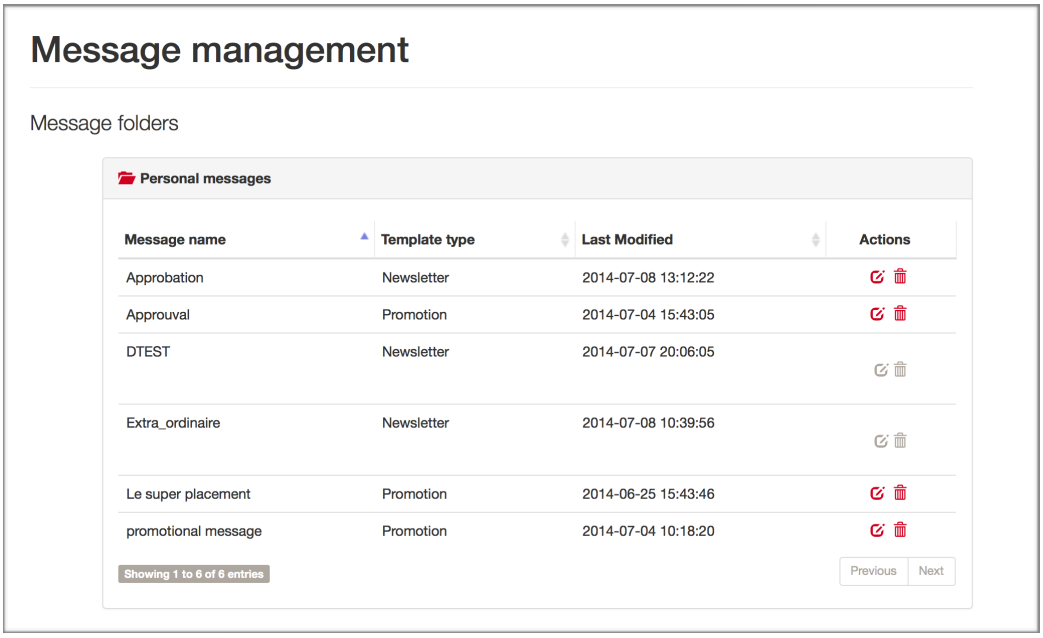
To manage your messages, click on the **Manage messages** subsection of the **Content** menu.



- To modify a message, click on its **View & Edit** button
- To delete a message, click on its **Delete** button

Delete the message

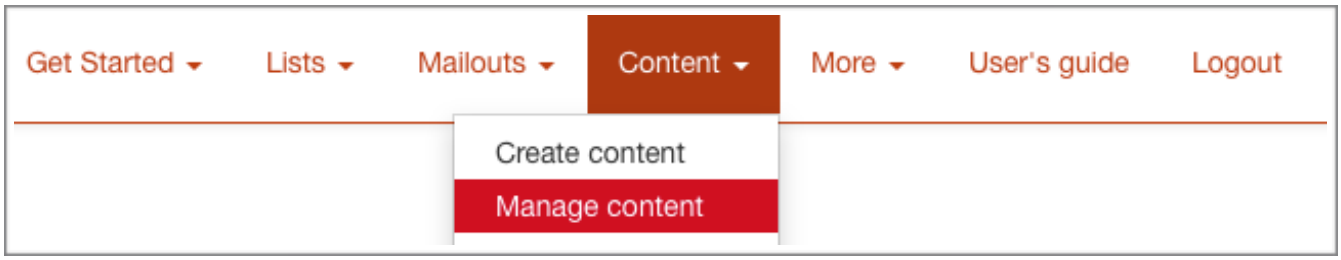
View & Edit message



Updating Newsletter Content

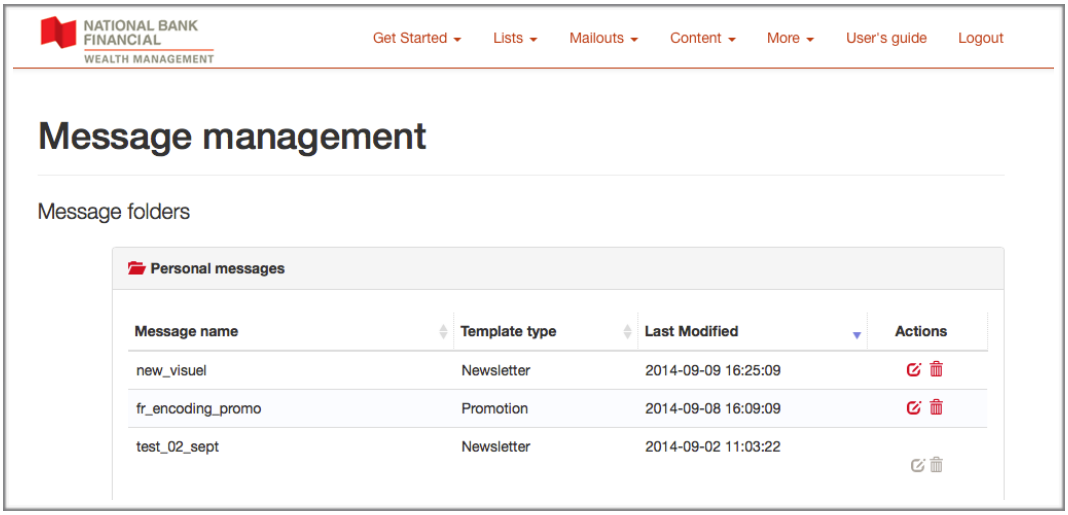
To update Newsletters in which the content has been modified, reattach the modified content in the Newsletter to refresh it with the modified content:

1. Click on the **Manage messages** subsection of the **Content**



2. Click on the **View and Edit** button of the newsletter to update

View & Edit



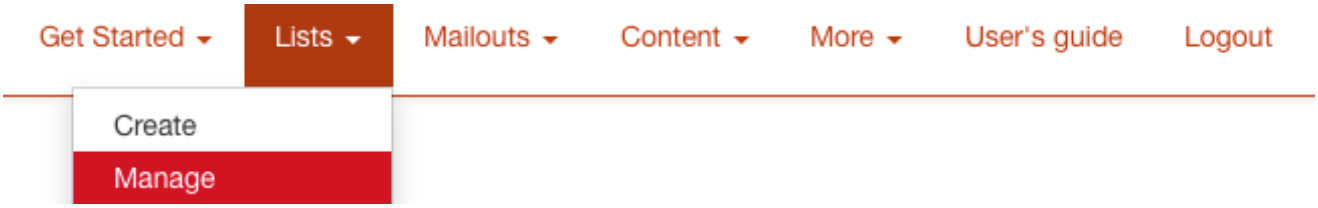
3. In the **Select existing articles** section, click on the modified content to reattach it to your newsletter

4. Click on **Quick Preview** to inspect your message

5. Click on **Save** to finalize the newsletter content update

Lists Management

To manage your recipient lists, click on the **Manage** subsection of the **Lists** menu.



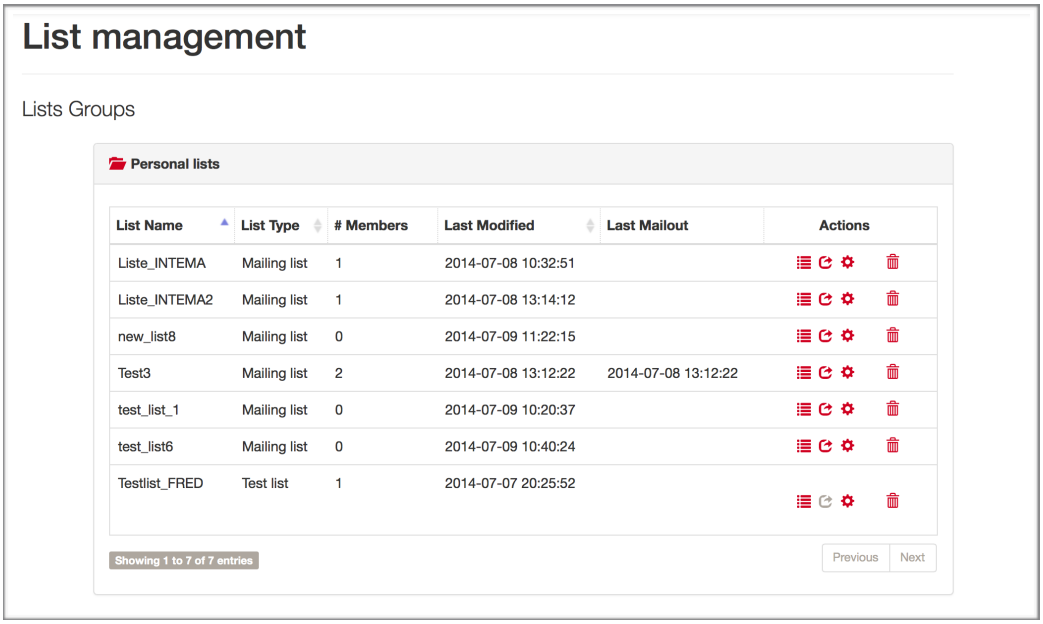
- To modify a list, click on its **View & Edit** button
- To delete a list, click on its **Delete** button

View & edit the list

Create mailout

Delete the list

Manage the list

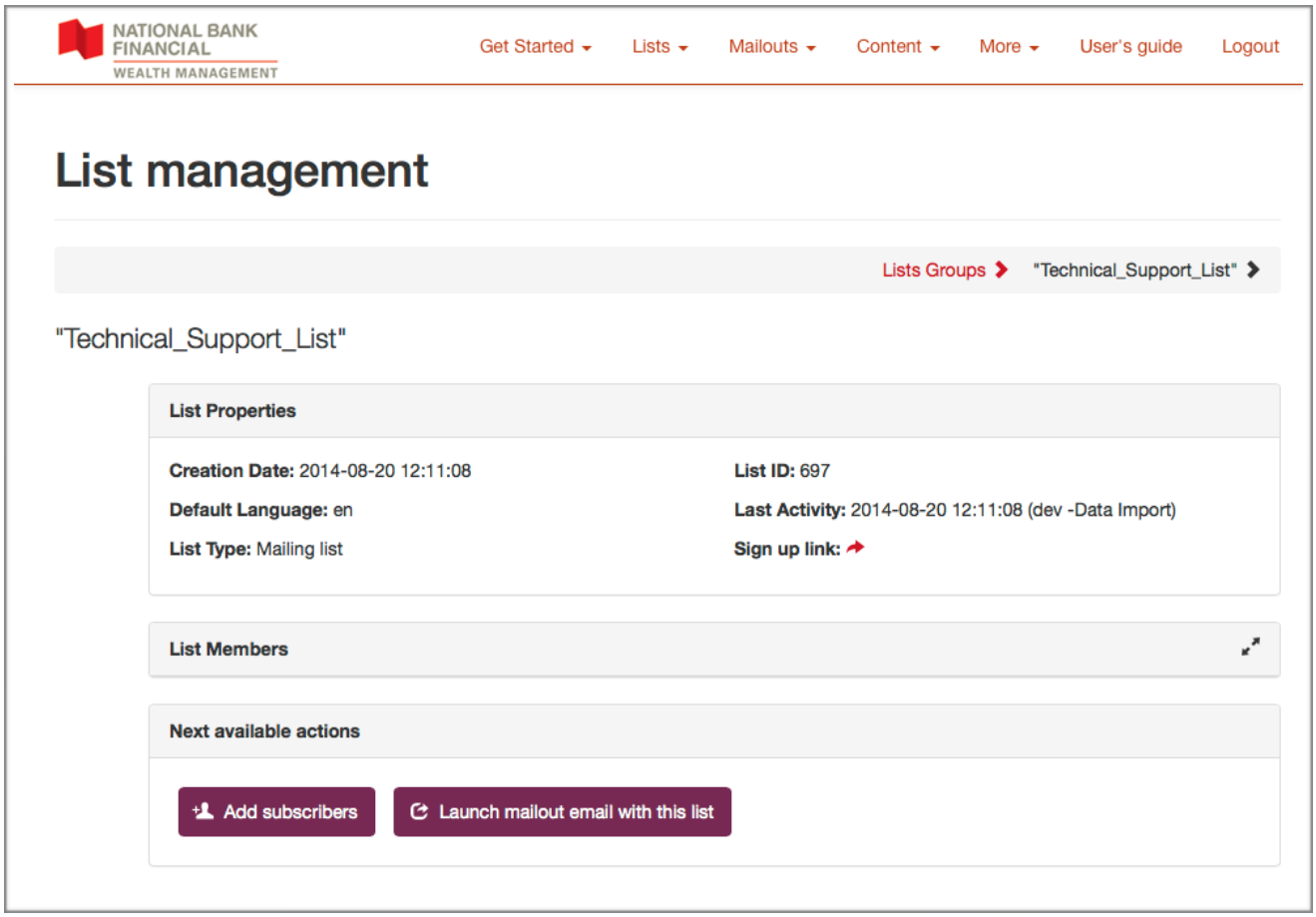


Add a Contact

You can add contacts to your list from the **Lists management** menu.

1. Click on the **View & Edit** button of the list you need to modify (see page 41)

2. Click on the **Add subscribers** button



3. Add your contacts manually of from a cvs file (see page 5)

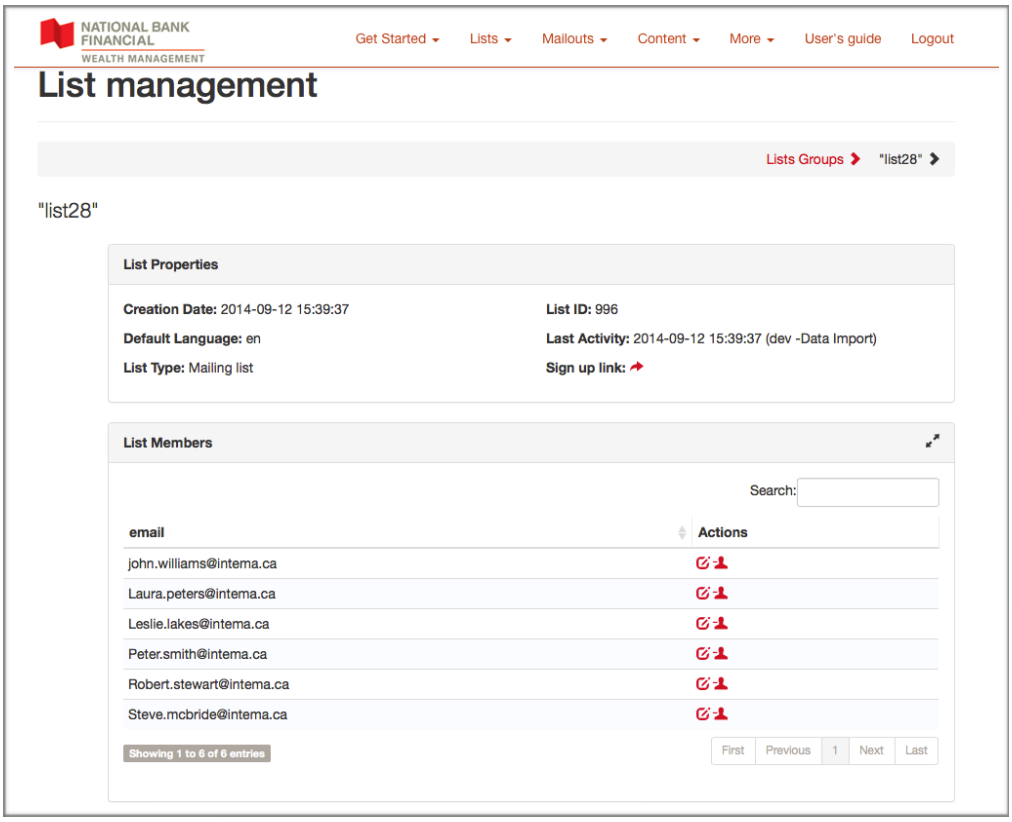
Modify or Delete a Contact

it is possible to modify or delete contacts via the **View & Edit option** under the **List management** menu.

1. Click on the **View & Edit** button of the list you need to modify (see page 29)
2. Click on the **List members** option and select one of the two available **Actions** for the members you need to delete or modify

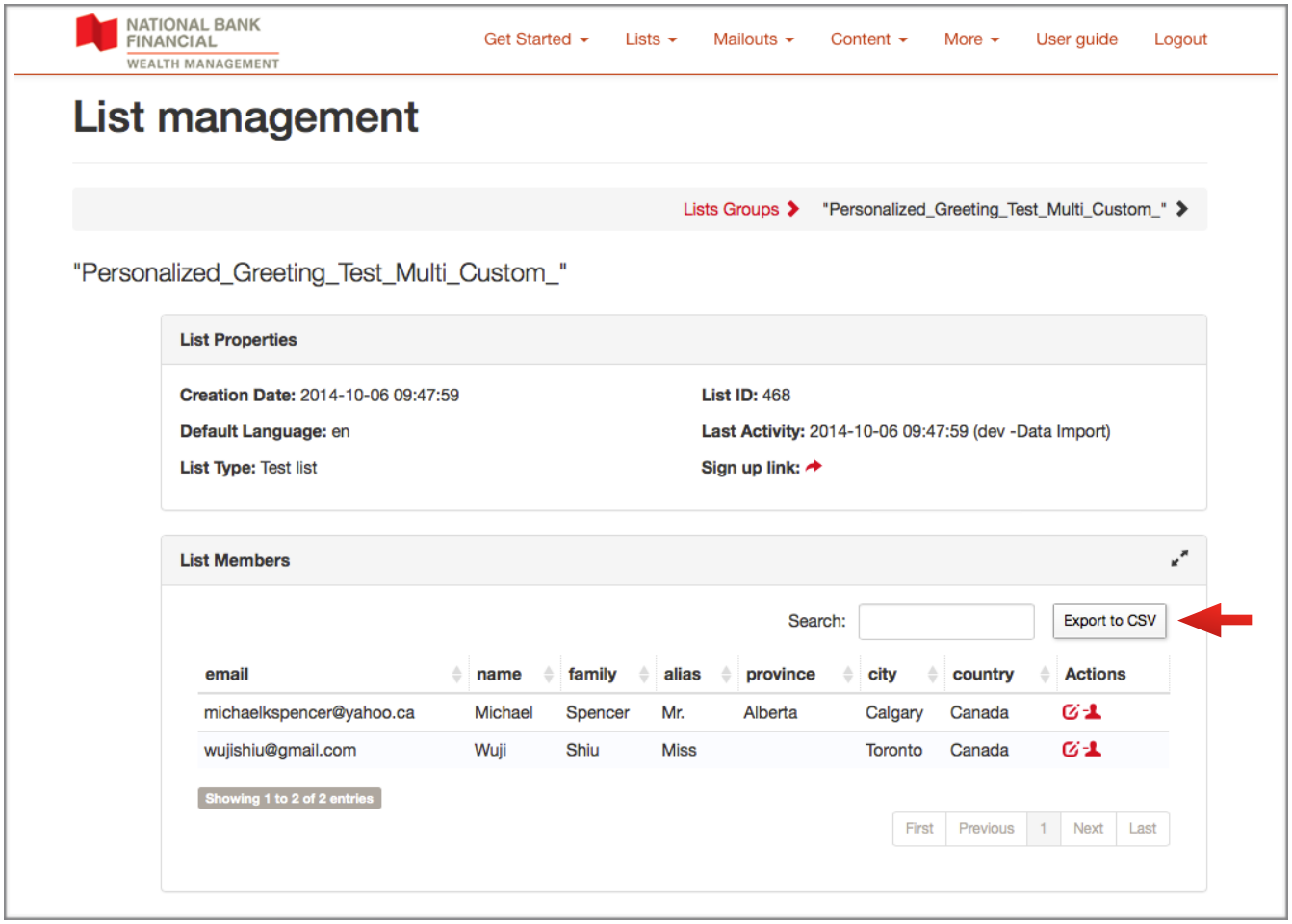
View & Edit the contact

Remove the contact

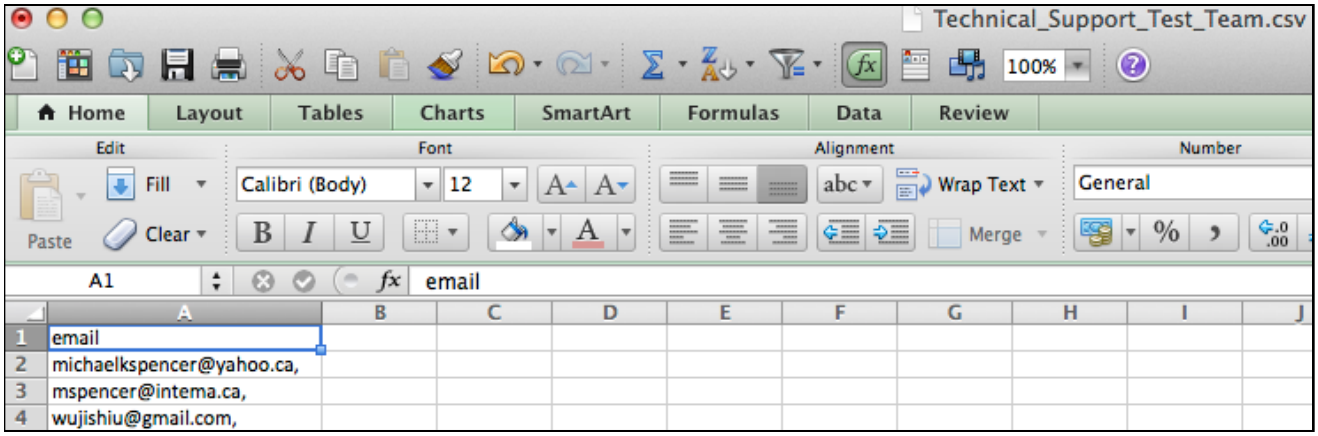


Exporting a Contact List

It is possible to export your list via the **List Members** screen under the **List Management** menu.



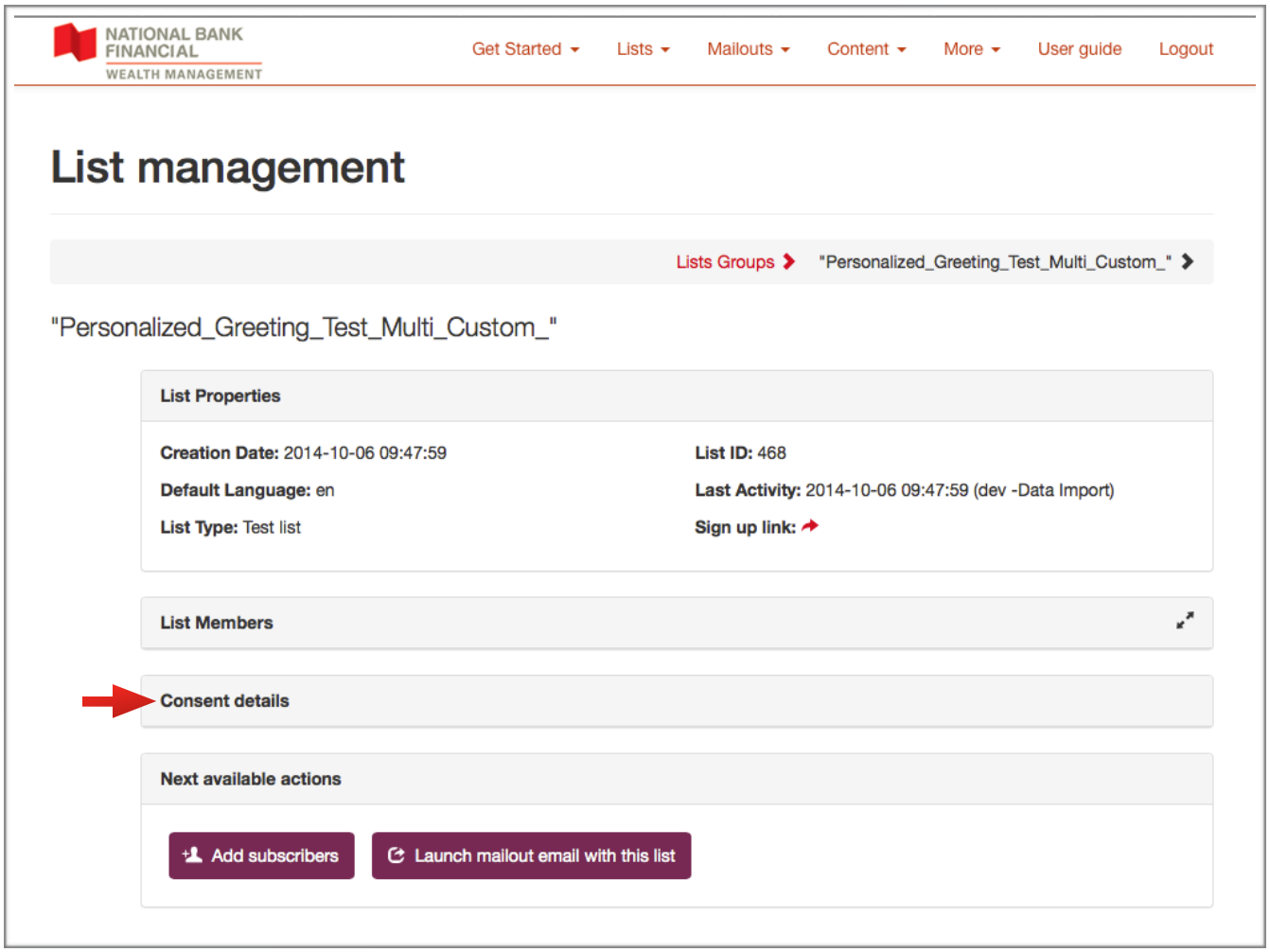
Click on **Export to CSV**, and your list will be transferred to a CSV format.



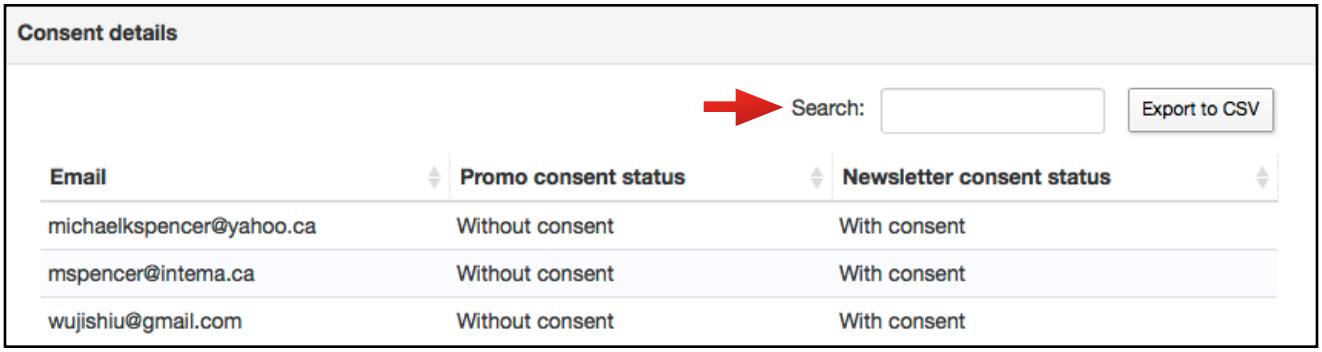
Consent Details

To view the consent details of your contacts :

1. Click on the **consent details** after clicking on the View & edit button of the list of your choice.



2. The search box allows you to quickly find a specific contact. Click on the export to CSV button to export this list for easy viewing and sorting in Microsoft Excel.



Types of Content Status

Your contacts can fall within three categories for promotions or for newsletter, or both :

For promotions

Consent status	Description
With consent	The contact gave his consent
Without consent	The contact did not give his consent yet
Withdrawal	The contact removed his consent

For newsletters

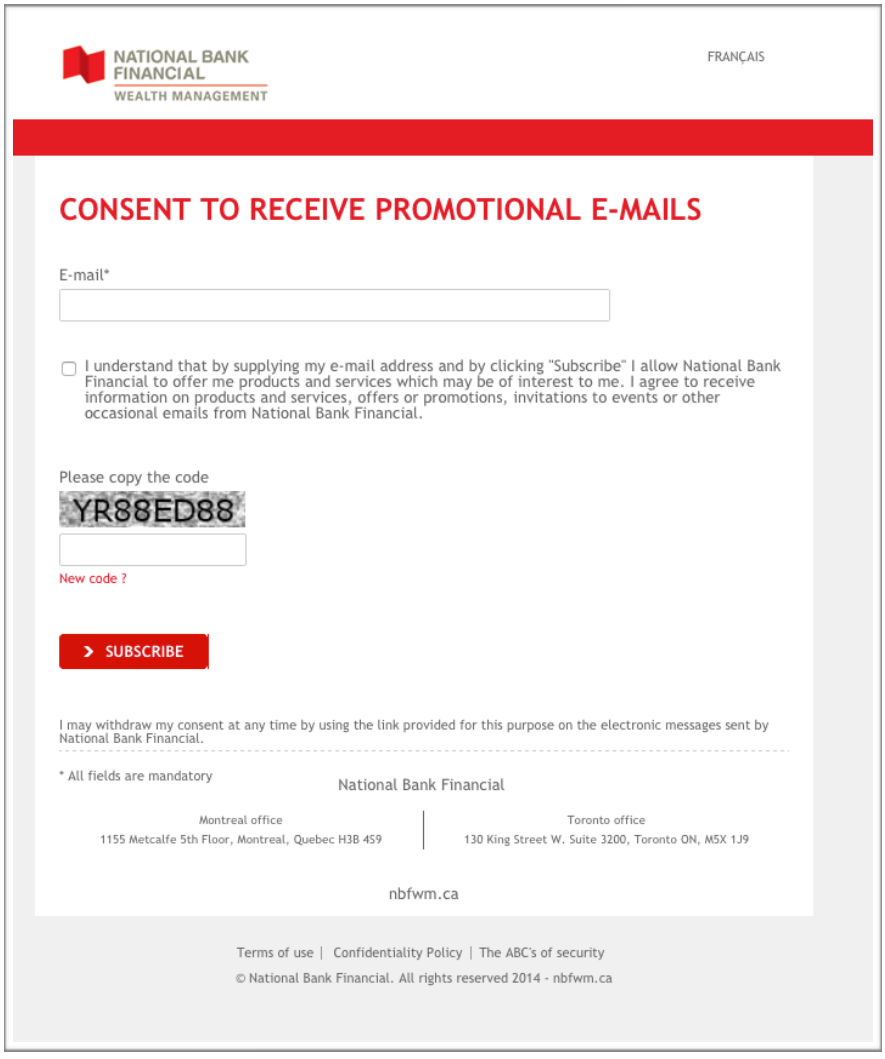
Consent status	Description
With consent	The contact gave his consent
Without consent	The contact did not give his consent yet
Withdrawal	The contact removed his consent

Obtaining Consent for Promotions

For Promotion Mailouts, it is important to first obtain informed consent form your contacts before the mailout to ensure it is fully CASL compliant.

Please use the form below to request your contact's consent.

https://www.nbccommunications.ca/fbn/consent


NATIONAL BANK FINANCIAL
WEALTH MANAGEMENT
FRANÇAIS
CONSENT TO RECEIVE PROMOTIONAL E-MAILS
E-mail*
I understand that by supplying my e-mail address and by clicking "Subscribe" I allow National Bank Financial to offer me products and services which may be of interest to me. I agree to receive information on products and services, offers or promotions, invitations to events or other occasional emails from National Bank Financial.
Please copy the code
YR88ED88
New code ?
SUBSCRIBE
I may withdraw my consent at any time by using the link provided for this purpose on the electronic messages sent by National Bank Financial.
* All fields are mandatory
National Bank Financial
Montreal office
1155 Metcalfe 5th Floor, Montreal, Quebec H3B 4S9
Toronto office
130 King Street W. Suite 3200, Toronto ON, M5X 1J9
nbfwm.ca
Terms of use | Confidentiality Policy | The ABC's of security
© National Bank Financial. All rights reserved 2014 - nbfwm.ca

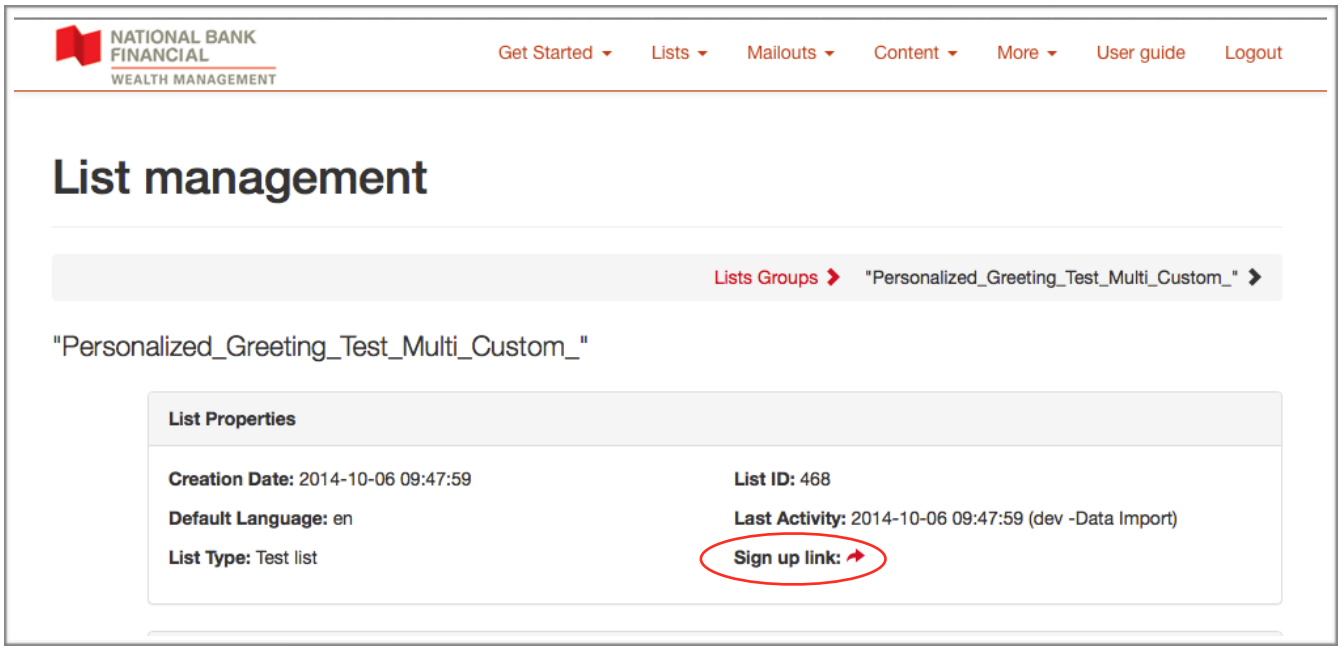
Note

After filing out the form, the status of your contact will change to **with consent**. You will be able to send your promotions without the risk of having your recipients blocked due to not having informed consent.

Obtaining consent for newsletters

In order to give their consent and subscribe to your newsletter, your contacts must fill in the sign up form. To access this form, follow the steps below. :

1. Click on the **Manage** subsection of the **Lists** menu.
2. Click on the list's **View & Edit** button
3. Click on the **Sign up link**

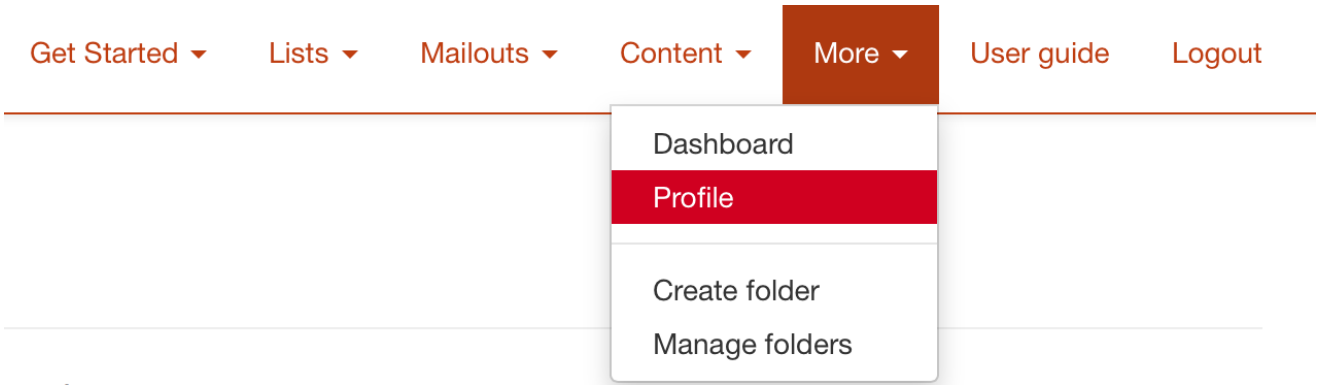


Note

After filing out the form, the status of your contact will change to **with consent**.

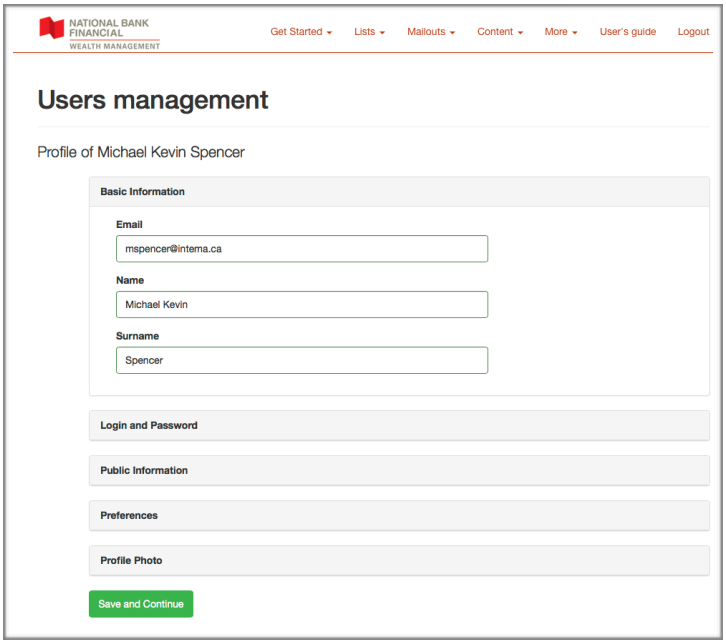
Users Management

To manage your user profile, click on the **Profile** subsection of the **More** menu.



Konversation Agent's user management allows you to manage the following information :

- Basic information
- Login and password
- Public information
- Language preferences
- Profile photo

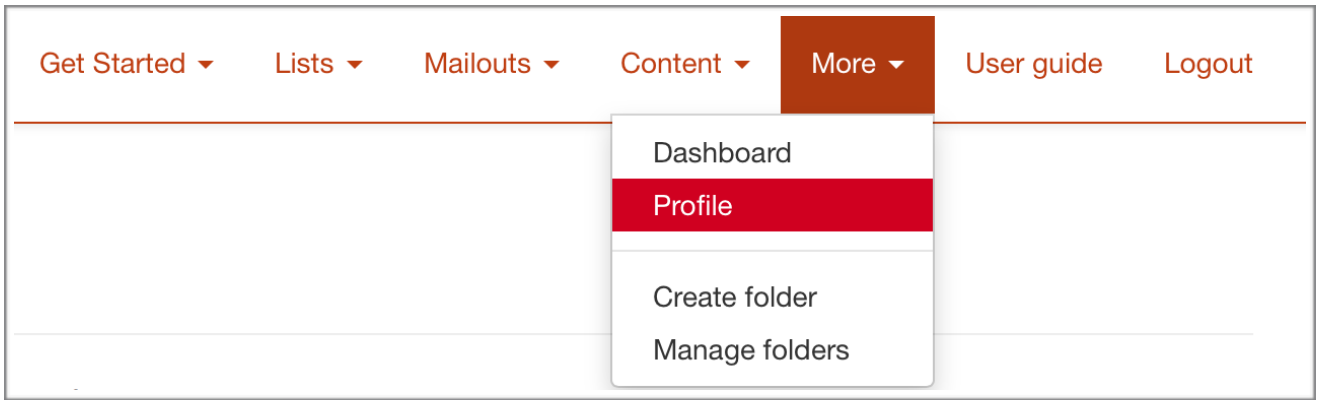


Click on **Save & Continue** to apply the modifications to your profile.

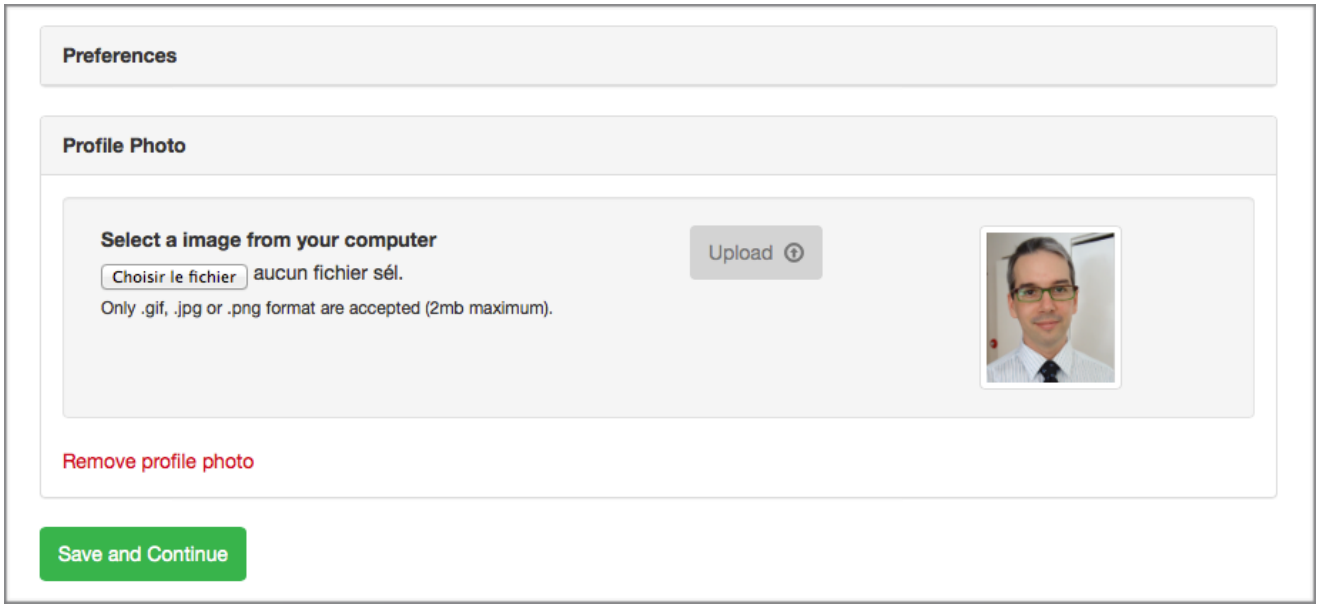
Profile picture

To **upload** or **modify** the main photo on your Newsletter's sidebar :

1. Click on the **Profile** subsection of the **More** menu**.**



2. Scroll to the bottom of the page and click on **Profile Photo**.



The Profile picture can be uploaded in the following formats: .**jpg**, .**png** & .**gif** with a **2mb** maximum size. It can be deleted by clicking on the red link titled Remove profile photo:

Note

If you work in a team and need help uploading and resizing a group photo, Technical Support can assist you.

Sidebar Personalization

Konversation Agent allows you to personalize your newsletter's sidebar with photos and contact information of your associates, links to files and websites and additional sections.

INVESTING
In our Newsletter 2nd Week of September
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque venenatis venenatis iaculis. Mauris cursus maximus elementum. Aenean vel mauris lacus. Suspendisse potenti. Curabitur nibh nunc, euismod non convallis finibus, efficitur at erat. Integer sed sagittis elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. In finibus tortor orci, ut tempor leo faucibus id. Aliquam vitae ligula euismod, interdum tellus eu, dignissim lorem. Cras vitae tristique ex, vel mollis tortor. Aenean porta mi nec velit porta posuere.
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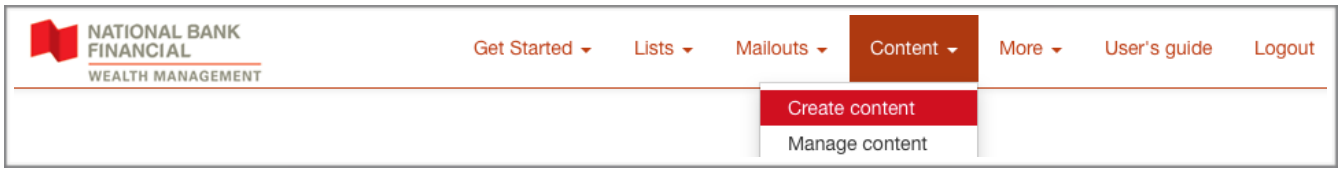
Contact Information
Michael Kevin Spencer
Technical Support
Intema
1000 Saint-Antoine Street West, Suite 400,
Montreal, Quebec, H3C 3R7
Tel.: 514-861-1881 ext: 3206
Web site
mspencer@intema.ca
Coordonnées
Stephane Leduc
Investment Advisor
Intema
1000 Sherbrooke Street West, Suite 400,
Montreal, Quebec, H3C 3R7
Tél. : 514-861-1881 ext: 3206

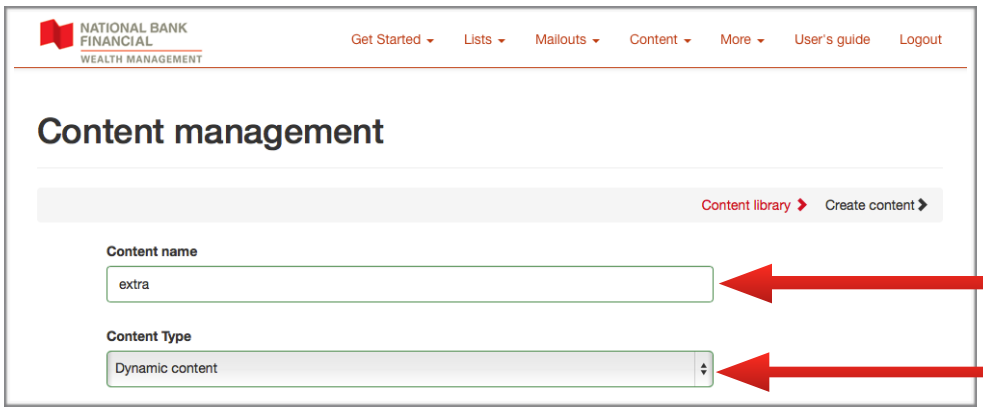
Associates picture

Associates contact information

1. Click on the **Create content** subsection under the **Content** menu



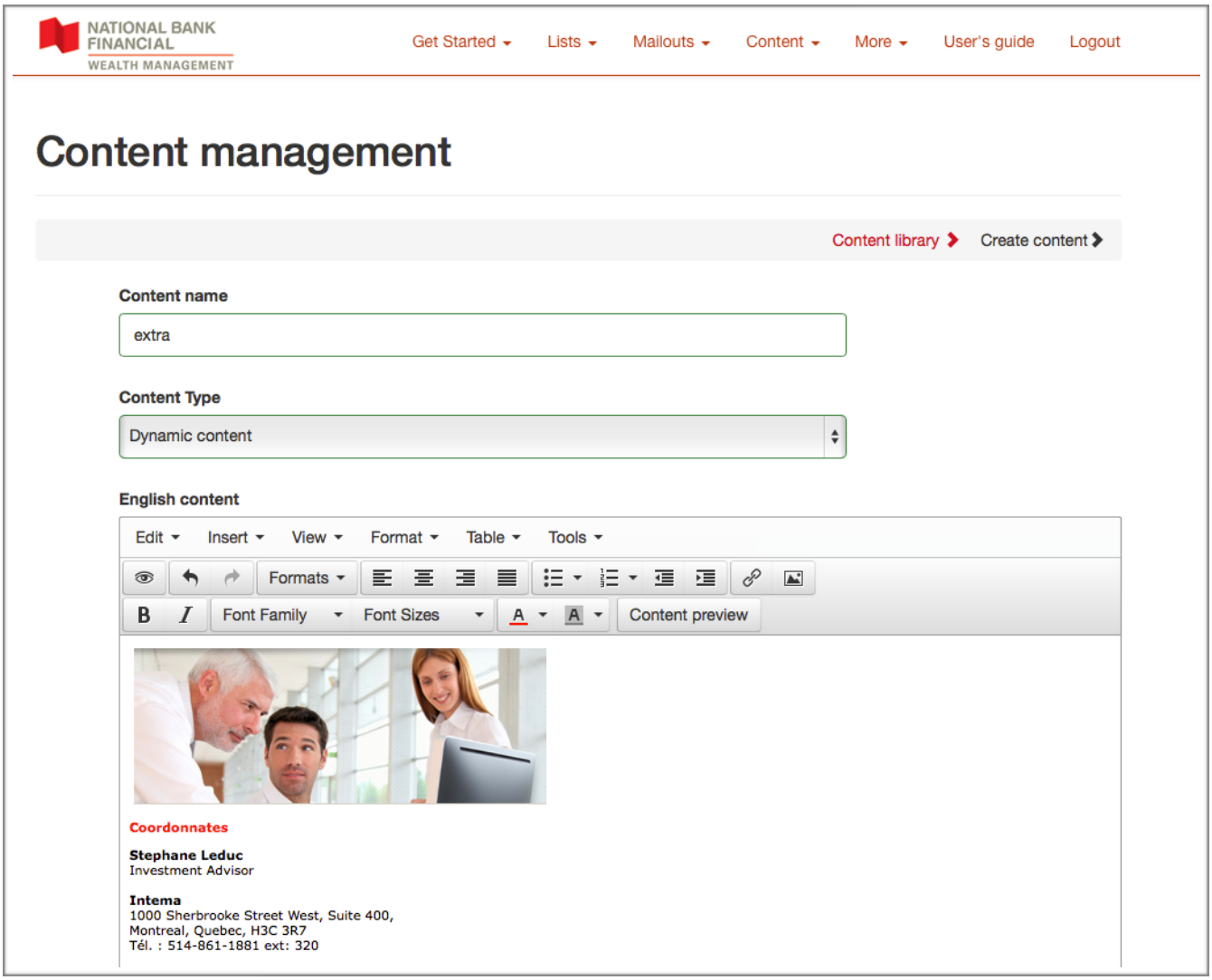
2. Type in **extra** (lowercase) in the content name field then select **dynamic content** as a content type



Enter "extra" as a content name

Select « Dynamic content"

3. Enter in the **Text editor** the pictures, text and links to include in the sidebar



Note

You can specify a french and an english version of your sidebar content via the **English content** and **French content** text editors. Call **Technical Support** at any time, 514-861-1881 ex 3206.